

# Synced up SaaS solutions

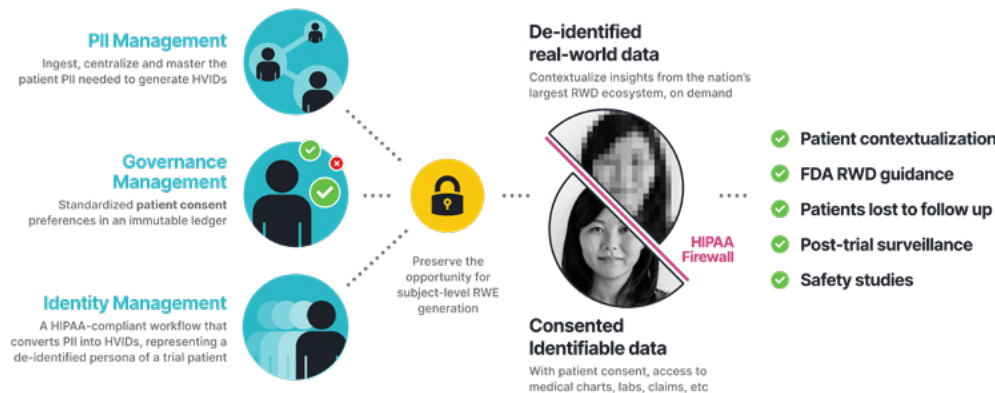


## Synchronize patient journeys from registries and clinical trials to launch and beyond

With advances in data science and increasing acceptance by regulatory agencies, more and more life sciences companies are incorporating real-world data (RWD) throughout the product lifecycle to expand their understanding of the patient journey. Despite the momentum, pharma companies are struggling with the burdens of effectively managing massive amounts of disparate data sources, in both identifiable and de-identified formats, while navigating the complex regulatory and compliance landscape.

### A synchronized solution

HealthVerity FLOW, a pharma-grade, modularized Software-as-a-Service (SaaS) solution, solves these challenges by synchronizing patients across de-identified, identifiable, investigator and other third-party data to build more accurate and comprehensive patient journeys for use cases ranging from registries and clinical trials to commercial initiatives. This end-to-end solution ensures that data rights and usage are governed uniformly across the enterprise in a HIPAA-compliant and 21 CFR 11-certified environment.



## KEY BENEFITS:



10x higher accuracy in identity resolution for unlocking more comprehensive patient journeys



On-demand access to a universe of fully interoperable, HIPAA-compliant RWD for record speed to insights



Ability to retrieve identifiable patient data



Patient permissions and data usage rights fully governed in a HIPAA-compliant and 21 CFR 11-certified environment

# A modularized approach to synchronization

HealthVerity FLOW is experiencing rapid adoption among top 20 pharma organizations due to a modular platform that synchronizes leading technologies for identity, privacy and governance with the nation's largest healthcare and consumer data ecosystem.

## The ultimate source of truth

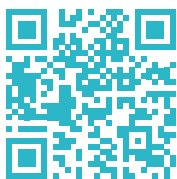
With our industry-leading patient matching and identity resolution technology, HealthVerity can synchronize your patient data across the enterprise with 10x greater accuracy than legacy technologies. Serving as a single source of truth, the platform then tracks and manages patient participation, permissions and opt-ins over time, while preserving the option to seamlessly retrieve patient-centric de-identified or identifiable data.

## Built-in privacy and consent management

HealthVerity FLOW manages patient consents and user permissions for both identifiable and de-identified data for the life of the patient's engagement. This 21 CFR 11-certified solution fully integrates with eConsent systems in addition to offering a distributed webform for data capture where you need it.

## On-demand data discovery and delivery

With the nation's largest healthcare and consumer data ecosystem, you can discover a universe of RWD and see where it overlaps with your proprietary data in real time to unlock the most comprehensive longitudinal patient journeys. This allows you to explore comorbidities, biomarkers or important physician notes, all in a HIPAA-compliant manner. You can just as easily retrieve a wide breadth of identifiable patient data for those who have given consent to further generate real-world evidence in combination with your findings.



### LEARN MORE

For more information about HealthVerity FLOW, email [info@healthverity.com](mailto:info@healthverity.com) or visit [healthverity.com/flow](https://healthverity.com/flow)

## HealthVerity FLOW across the pharmaceutical product lifecycle



### Unrealized insights before, during and after clinical trials:

Optimize clinical trials by synchronizing patients across de-identified, identifiable and investigator data, bringing the patient journey to life at each stage of the trial.



### Build and enhance patient registries with ease:

Confidently manage both identifiable and de-identified data, patient consents and user permissions for the life of the registry and beyond.



### Unlock patient journeys for commercial success:

Enhance your patient and physician education and engagement efforts to ensure the right patients are taking the right medications at the right time and getting the support they need to remain adherent.