SECURE HEALTH DATA FOR INSIGHT

ADVANCE YOUR CLINICAL TRIALS, DRUG DISCOVERY, AND PATIENT HEALTH OUTCOMES WITH DATAMASK

Two major developments put the spotlight on patient health information (PHI): COVID-19's effects on healthcare's current operational state and an important provisional milestone for the 21st Century Cures Act. Both added mounting pressure to the rapidly evolving landscape of an industry facing a critical digital transformation juncture to keep patients at the center of the healthcare continuum.

PHI is invaluable for the advancement of clinical trials, drug discovery, patient health outcomes and saving lives. The strict regulatory environment in healthcare has forced health tech vendors to address ways to protect PHI. Anonymizing and sharing data crucial for research in a pandemic era is requiring the healthcare and life science community to grow more agile with their technology.

INTRODUCING THE HUMAN360° DATAMASK SOLUTION

SoftServe's Human360° DataMask helps organizations more rapidly stand-up solutions to safely extract value without compromising consumer trust or regulatory compliance. Now accessible on the Google Cloud Marketplace platform, DataMask maintains your patient population's health data privacy while leveraging crucial data to improve a business's digital initiatives and patient health outcomes.

DATAMASK FOR

SAFE PEOPLE

Sensitive patient health information (PHI) and personally identifiable information (PII) is shielded from exposure

SMART CONNECTIONS

Allowing API portability for sharing of data between departments and within the research organization with no fear of PHI exposure

USEFUL DATA

Generation of useful fictitious data for testing, research, data transition, and more

ETHICAL STANDARDS

Compliance with data regulations, data privacy, and security protocols (HIPAA, GDPR)



HOW IT WORKS

Employing more than 30 masking algorithms, DataMask produces logical and meaningful data substitutions of sensitive personally identifiable information while keeping the context of the data intact. This lends tremendous advantage to healthcare organizations' 21st Century Cures Act readiness. DataMask's secure anonymization capabilities allow for the open sharing of data with APIs for testing and research purposes, in addition to encouraging in-depth studies for the effectiveness of healthcare services and treatment.

EASE AND FLEXIBILITY

SMART ALGORITHMS

CLEAR DATA PROCESSING

- Automatic identification of sensitive columns (PHI)
- Keeping date columns consistent
- Ability to set up an obfuscation algorithm
- Pluggable database connectors

- Search/Filter of tables and columns
- Selected table demo data review
- Running the database
 obfuscation process
- Saving an obfuscation configuration as a Project
- Post obfuscation script
 execution
- Assignment and configuration of an obfuscation algorithm for each attribute
- Adding new obfuscation
 algorithms

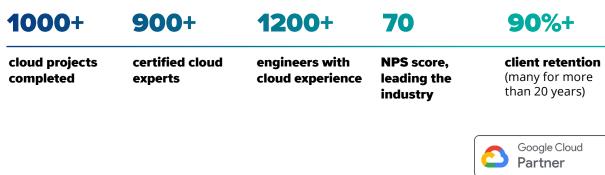
LOGICAL PRESENTATION

- Command line mode
- Tree-view presentation of source schema
- Obfuscated demo data preview

DATAMASK AND GOOGLE

Want more details about Human360° DataMask? See <u>Google Cloud Partner Demo Page</u> to learn more about our services for Healthcare and Life Science.

WHY SOFTSERVE



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