

# 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 21<sup>st</sup> 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

### USEFUL DATA

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

### SMART CONNECTIONS

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

### ETHICAL STANDARDS

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



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## 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' 21<sup>st</sup> 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

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

### CLEAR DATA PROCESSING

- 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 [Google Cloud Partner Demo Page](#) to learn more about our services for Healthcare and Life Science.

## WHY SOFTSERVE

**1000+**

cloud projects completed

**900+**

certified cloud experts

**1200+**

engineers with cloud experience

**70**

NPS score, leading the industry

**90%+**

client retention (many for more than 20 years)

### NORTH AMERICAN HQ

+1 866 687 3588 (USA)  
+1 647 948 7638 (Canada)

### EUROPEAN HQ

+44 (0)800 302 9436

info@softserveinc.com  
www.softserveinc.com



**softserve**