



TEN THINGS I HAVE LEARNED

About Health Data Monetization



1. DATA SUPPLY

Dataset Search

Search for Datasets



Try [boston education data](#) or [weather site:noaa.gov](#)

REAL WORLD DATA





2. VALUE OF DATA

INCREASING VALUE

- Complement your data from other commercial or public sources
- Commercialize information products not raw data
- Improve data quality



3. VALUE TO PATIENTS

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Data protection

Revealed: how drugs giants can access your health records

Experts say information sold on by Department of Health and Social Care can be traced back to individual medical records

 The Star Edition
CHANGE LOCATION

 THE STAR 

LOCAL

CANADA

POLITICS

WORLD

OPINION

LIFE

SPORTS

ENTERTAINMENT

BUSINESS

ST

STAR INVESTIGATION

Medical-record software companies are selling your health data

RETURNS TO PATIENTS





4. SOCIAL LICENSE



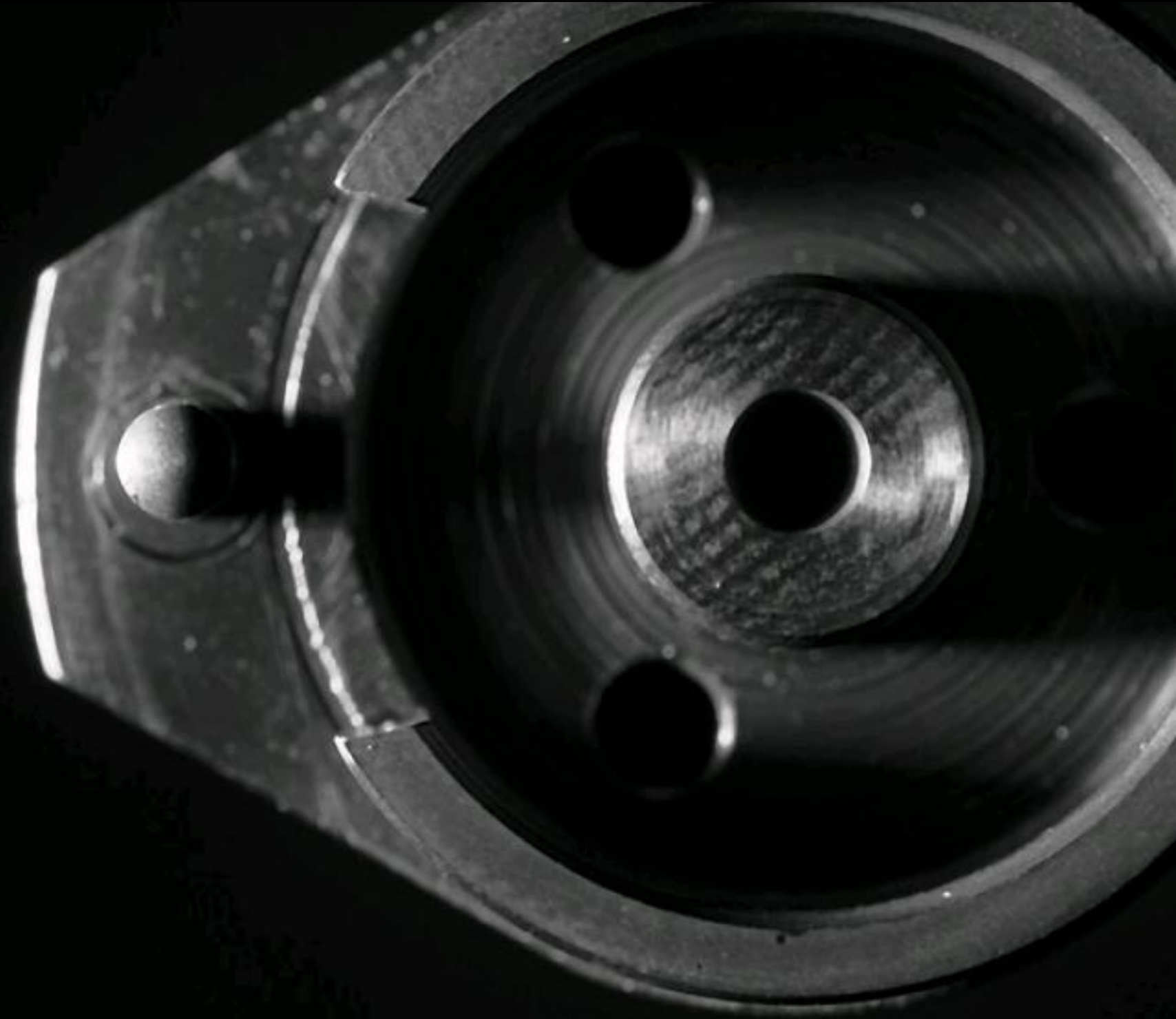
1. Transparency

2. Data for good

3. Oversight on data uses

4. Pro-active engagement with regulators

5. DATA QUALITY



6. DATA MARKETS





7. Privacy Enhancing Technologies (PETs)



HIPAA Privacy Rule
De-identification Methods

Expert
Determination
§ 164.514(b)(1)

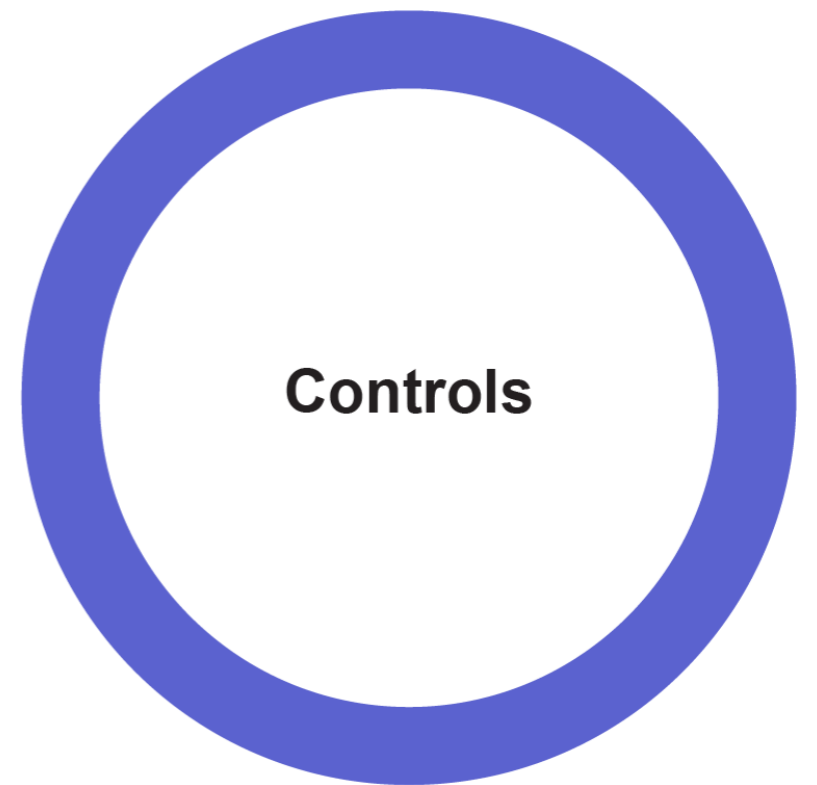
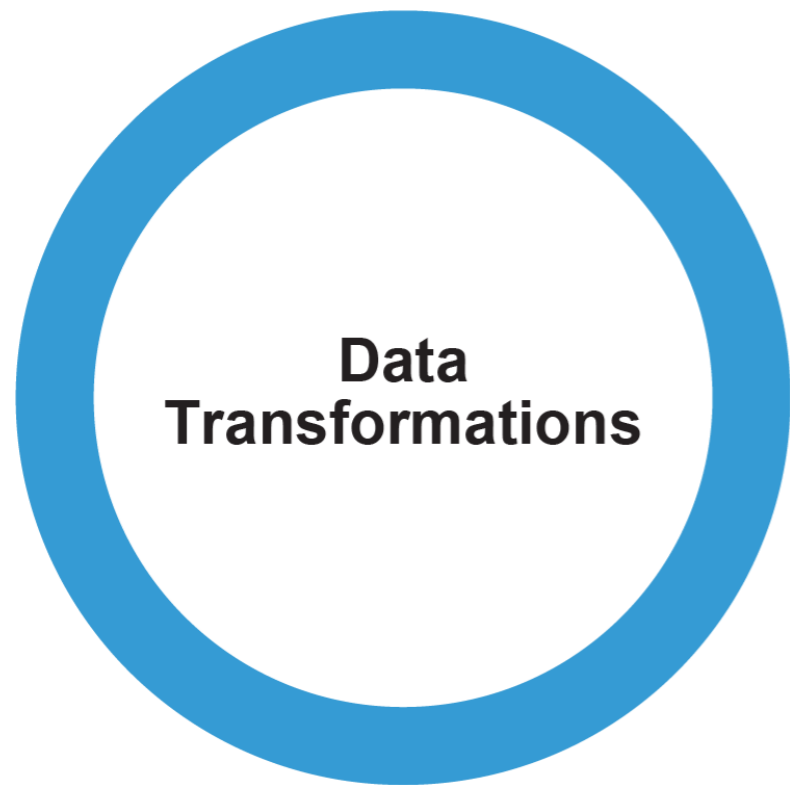
Apply statistical or
scientific principles

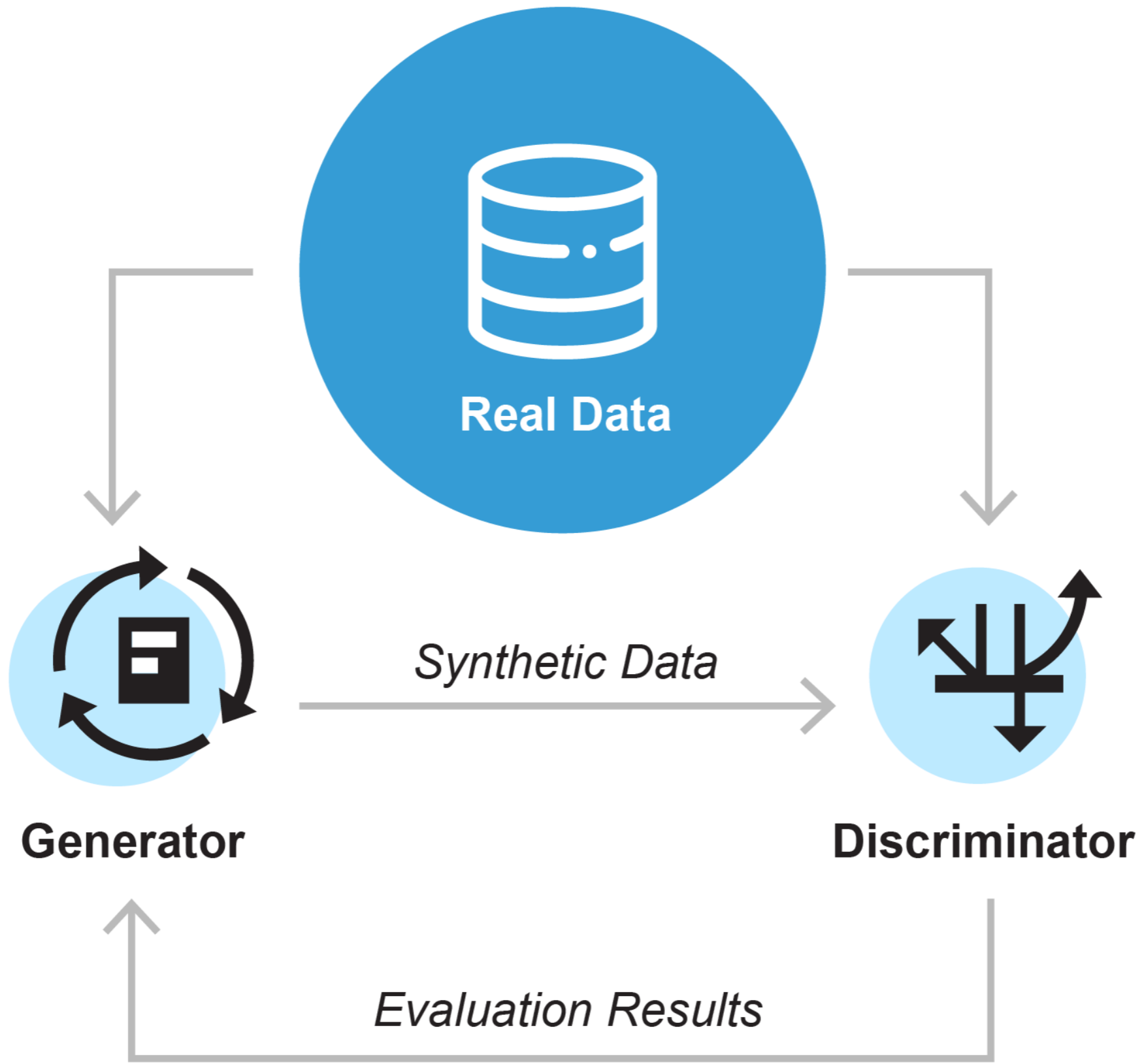
Very small risk that
anticipated recipient
could identify individual

Safe Harbor
§ 164.514(b)(2)

Removal of 18 types of
identifiers

No actual knowledge
residual information can
identify individual





O'REILLY®



Practical Synthetic Data Generation

Balancing Privacy and the Broad
Availability of Data

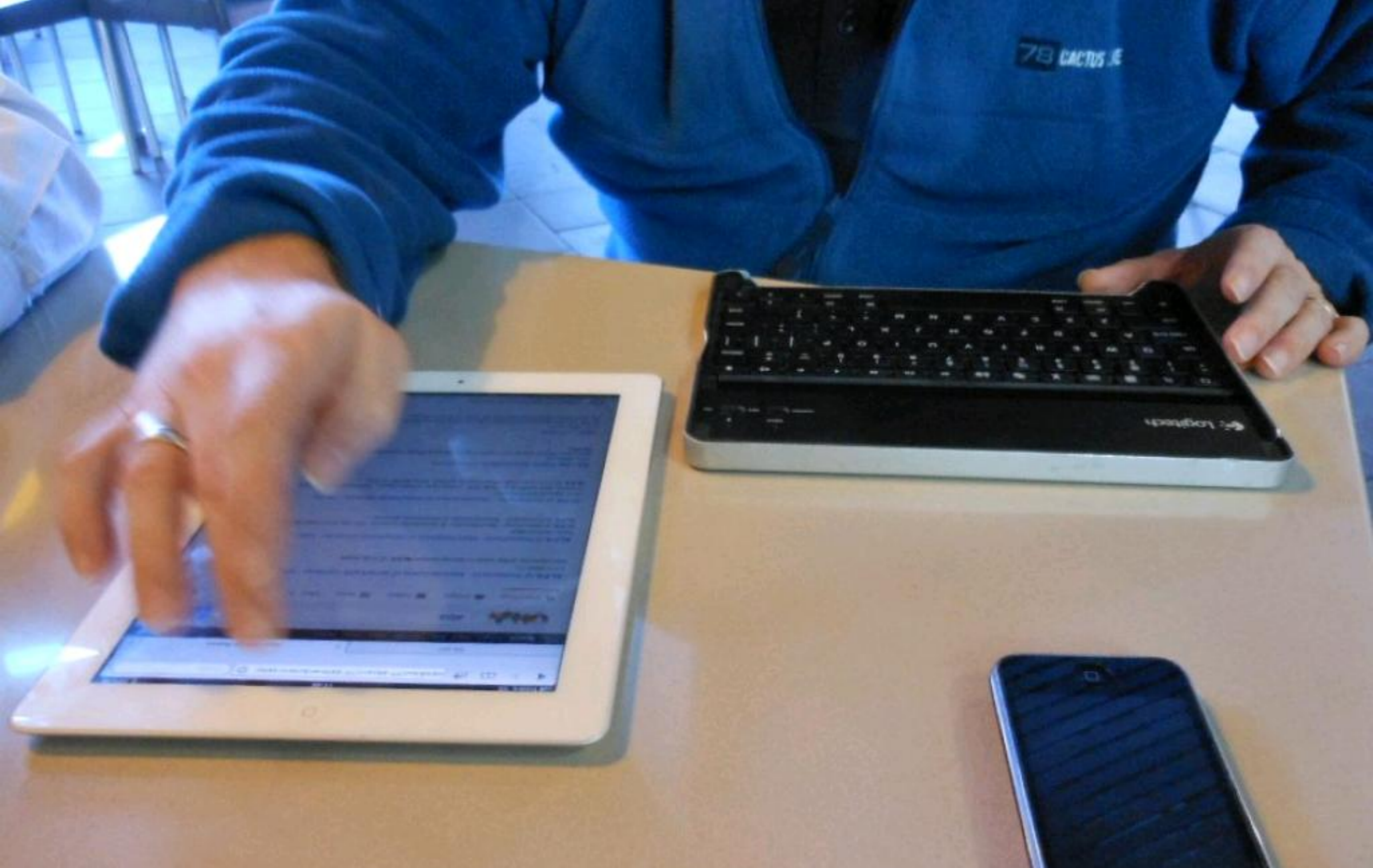
Khaled El Emam,
Lucy Mosquera &
Richard Hoptroff

EXERCISE CAUTION





Governance



8. DATA OWNERSHIP



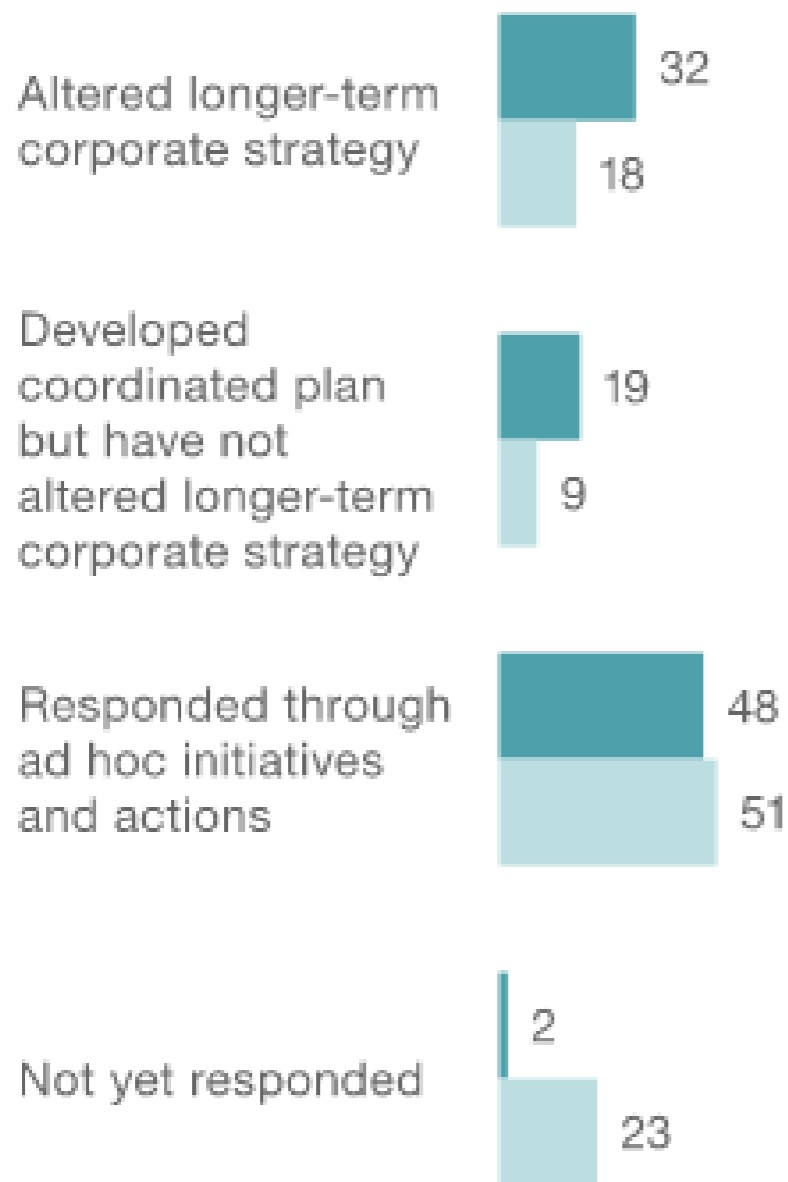
9. Nightmare Scenarios

10. ORGANIZATIONAL DESIGN

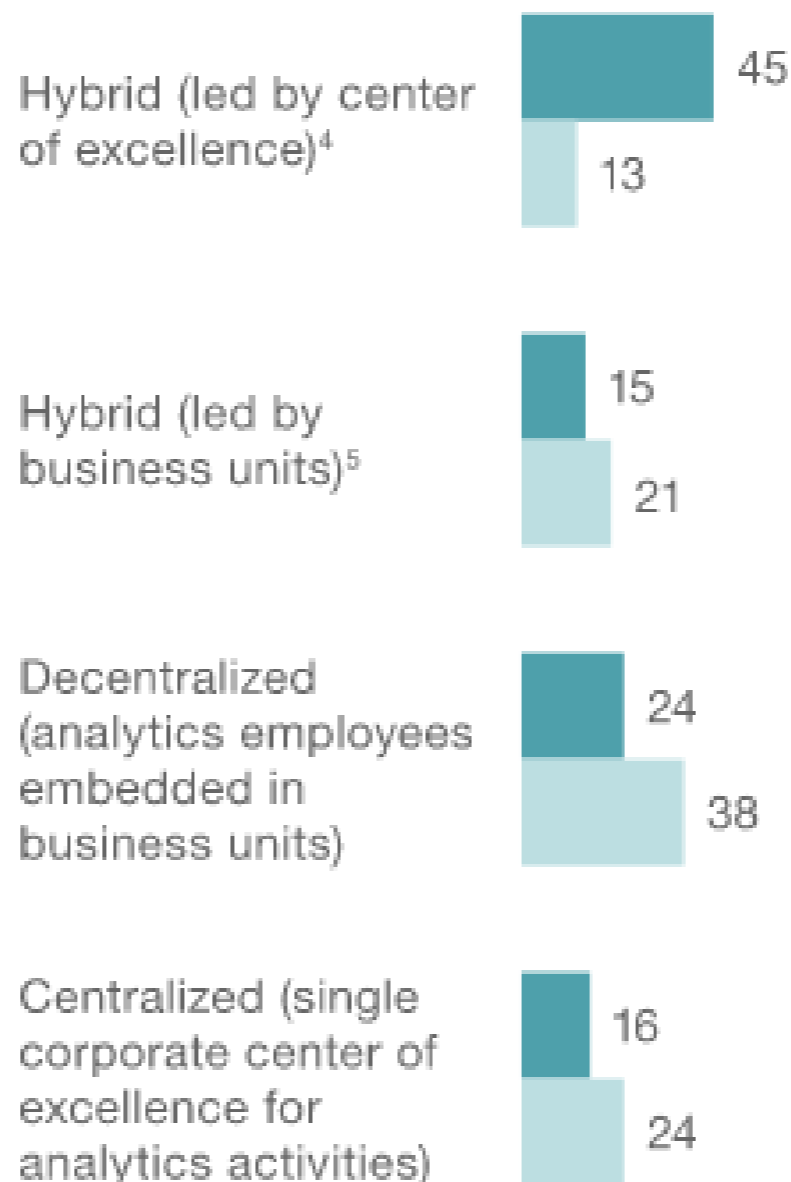


% of respondents¹

Organizations' response to changes brought about by data and analytics³

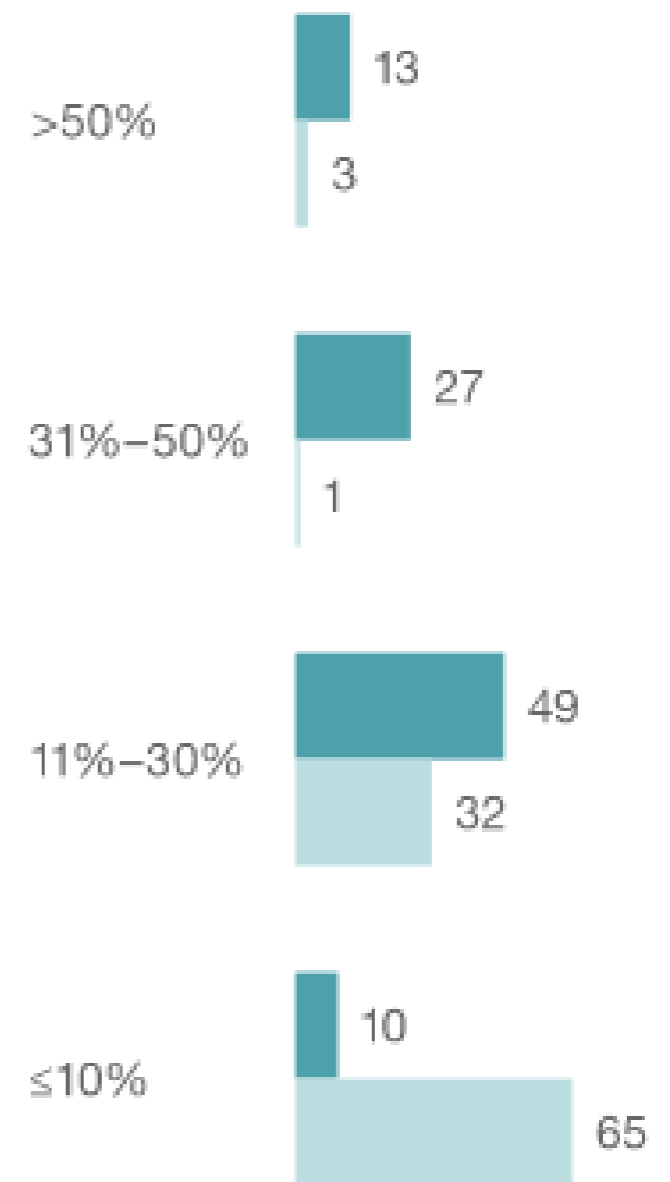


Organizational structure of data-and-analytics activities



■ Analytics leaders, n = 85
■ Analytics laggards,² n = 83

% of executive teams' time spent discussing data-and-analytics activities





QUESTIONS



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