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Data Governance for Healthcare Services - Maintaining Patient Privacy Enabling Innovation

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Housekeeping Tips



- Today's Webinar is scheduled for **1 hour**
- The session will include a webcast and then your questions will be answered live at the end of the presentation
- All dial-in participants will be muted to enable the speakers to present without interruption
- Questions can be submitted to "All Panelists" via the **Q&A option** and we will respond at the end of the presentation
- The webinar is **being recorded** and will be available on our [Success Portal](#) - where you can download the **slide deck** for the presentation. The link to the recording will be emailed as well.
- Please take time to complete the **post-webinar survey** and provide your feedback and suggestions for upcoming topics.

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Data Governance for Healthcare services

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Agenda

1 Introduction to Healthcare Governance

2 Industry Overview

3 Components

4 Challenges

5 Frameworks and Standards

6 Use Cases

7 Demo

8 Q&A

Healthcare Governance

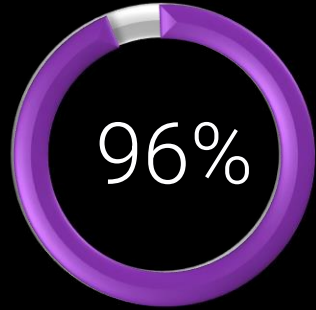
Health data is pivotal for improving healthcare services, driving scientific research, and developing effective care models

Healthcare data governance refers to the policies and practices that ensure this data is collected, managed, and shared responsibly, securely, and ethically throughout its lifecycle.

Enables the safe use of health data by protecting privacy, fostering trust, and balancing individual rights with broader societal benefits.



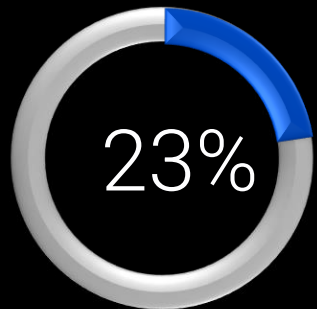
Industry Overview



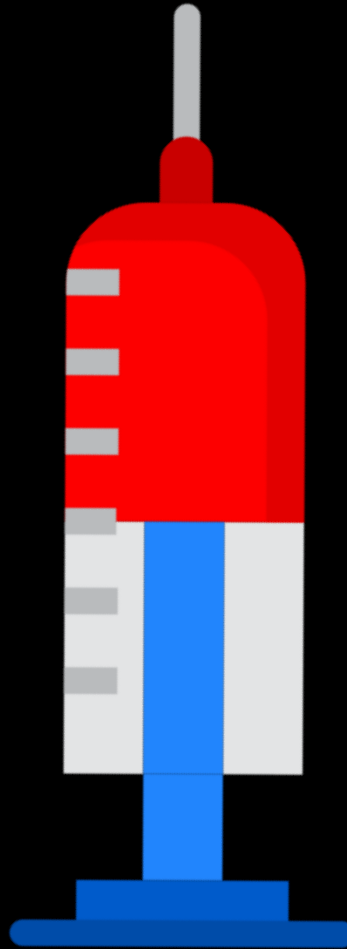
Healthcare experts emphasize DG is key for HIPAA, GDPR, and HITRUST compliance



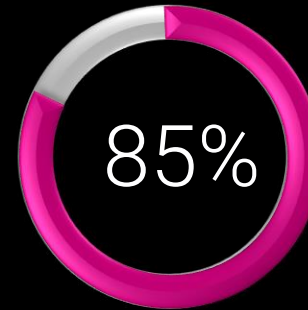
Patients share health data when strong governance exists



Fewer duplicates with mature data governance.



Healthcare data is inaccurate, incomplete or inconsistent without proper governance

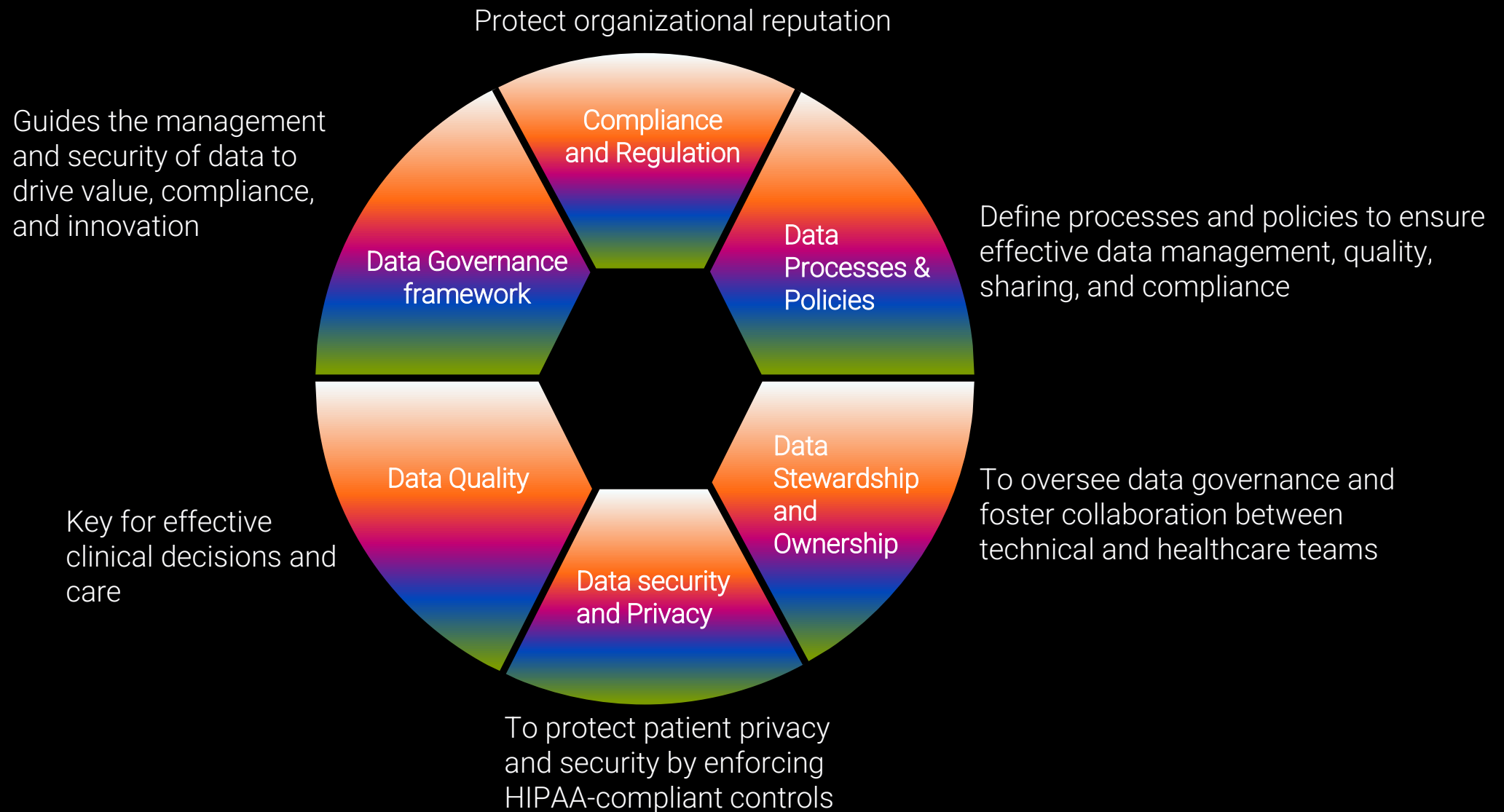


AI projects fail due to poor DG & DQ issues



Increase in EHR interoperability success due to strong governance frameworks.

Components of Healthcare Governance



Challenges in Healthcare Organizations

- Siloed systems (EHR, Labs, Finance, Pharmacy) hinder a unified patient view.
- Unstructured patient notes in PDFs and handwriting limit data usability.
- Research teams face trust issues due to inconsistent sources and unclear lineage.
- Lack of data standards causes poor interoperability.

Clinical

Regulatory & Compliance

- Regulations like GDPR, HIPAA, and NHS complicate consistent metadata and access control.
- Research use of patient data requires de-identification and consent management.

- Absence of clear accountability for data quality across departments.
- Delayed decision-making caused by a lack of trusted data.

Operational

Technology & Platform

- Reliance on spreadsheets, documents, and static glossaries results in low adoption.
- The volume of data growth makes manual tagging, cataloging, and lineage tracking impractical.
- Integration with existing tools presents significant challenges.

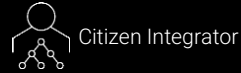
DATA CONSUMERS



ETL Developer



Data Engineer



Citizen Integrator



Data Scientist



Data Analyst



Business Users

Intelligent Data Management Cloud™

DISCOVER & UNDERSTAND



DATA CATALOG

ACCESS & UNIFY



DATA INTEGRATION & ENGINEERING

CONNECT & AUTOMATE



API & APP INTEGRATION

CLEANSE & TRUST



DATA QUALITY & OBSERVABILITY

MASTER & RELATE



MDM & 360 APPLICATIONS

GOVERN & PROTECT



GOVERNANCE, ACCESS & PRIVACY

SHARE & DEMOCRATIZE



DATA MARKETPLACE

CLAIRE®

AI-Powered Metadata Intelligence & Automation

Connectivity

Metadata System of Record

DATA SOURCES



SaaS Apps Sources

+



Mainframe



Applications



Databases

On-premises Sources

+



IoT



Machine Data

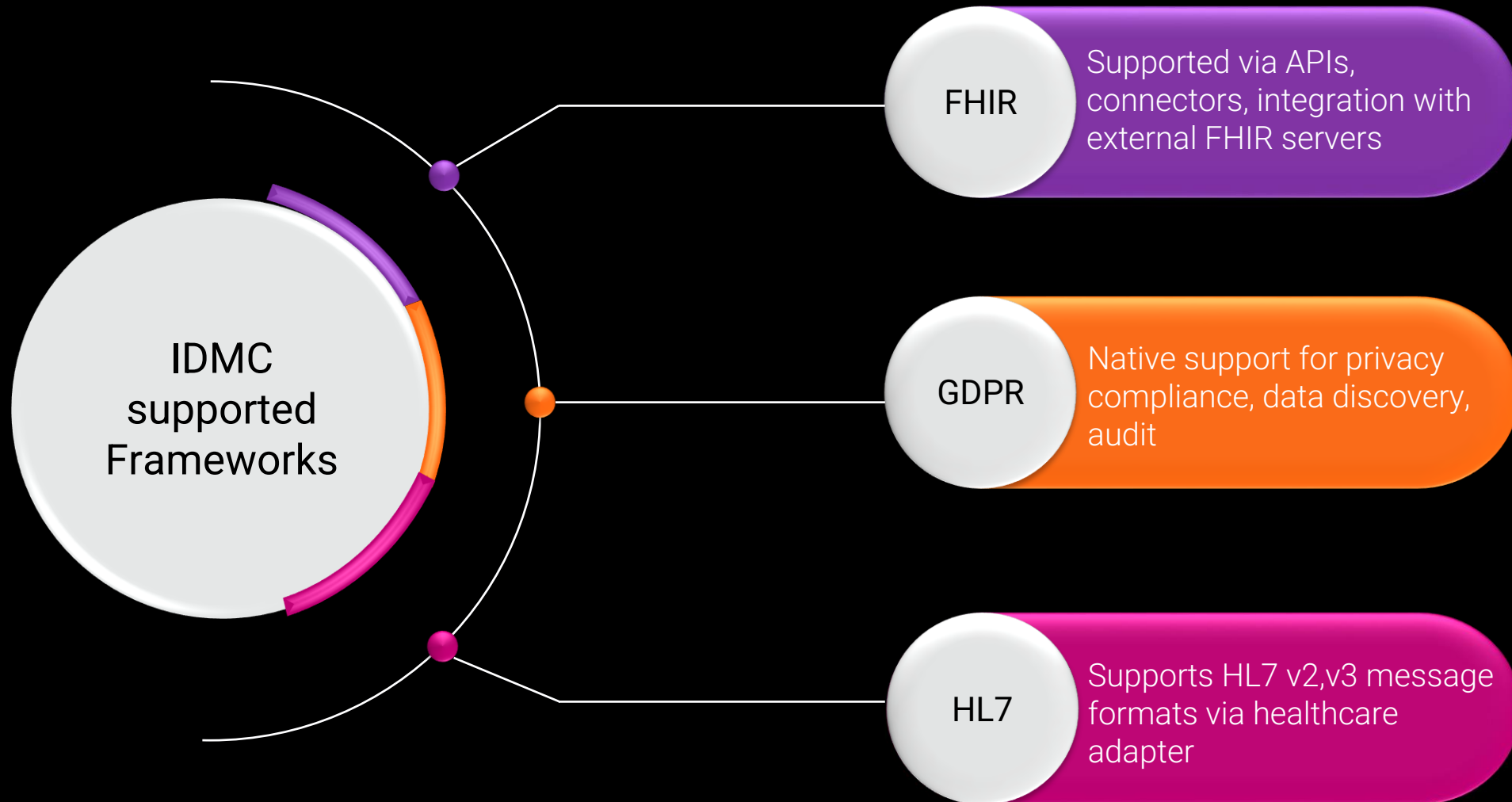


Logs

Real-time / Streaming Sources

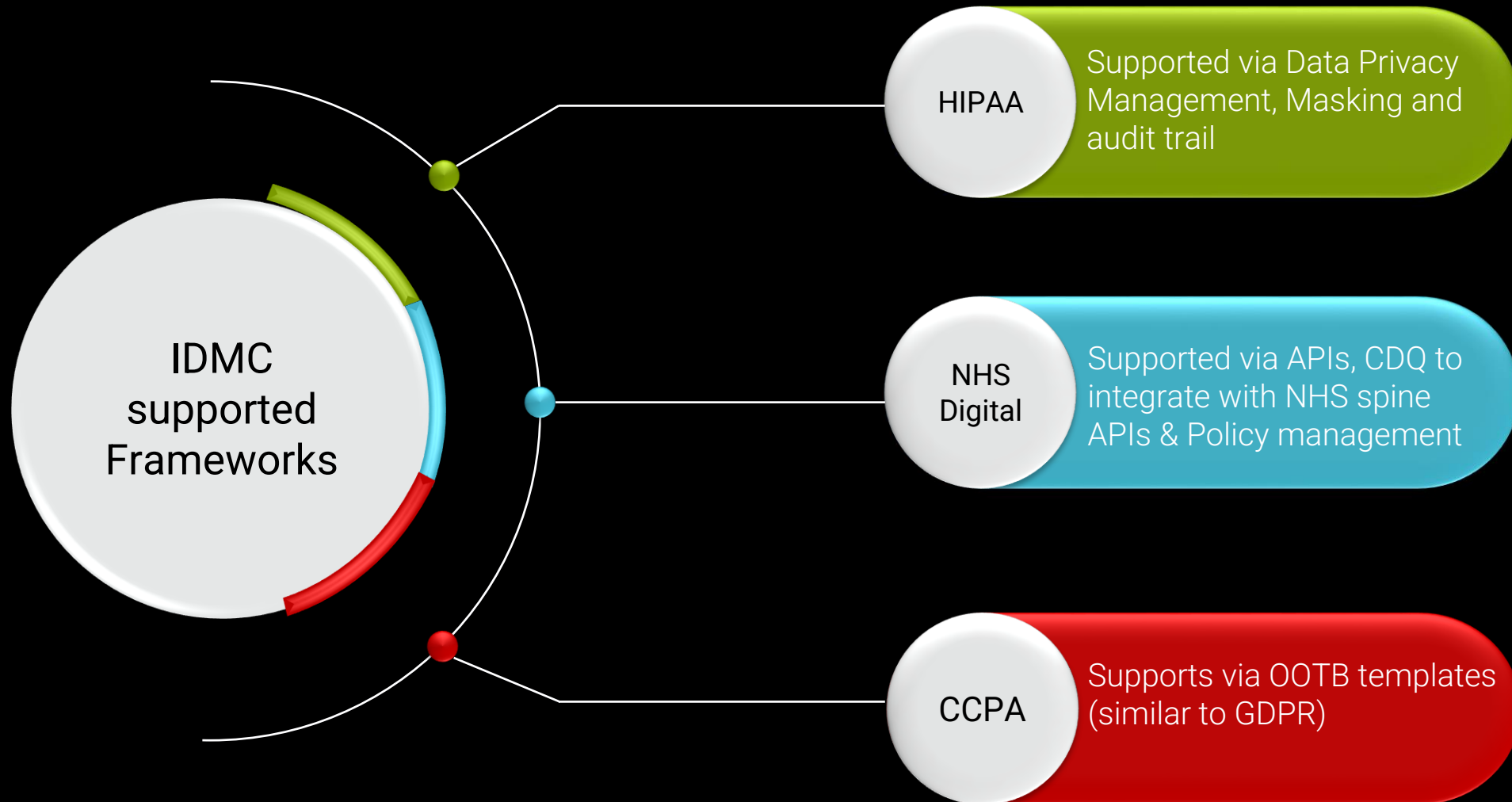
Healthcare frameworks & Standards

Supported by IDMC to implement DG solution which emphasis on security and privacy of health care data



Healthcare frameworks & Standards

Supported by IDMC to implement DG solution which emphasis on security and privacy of health care data



Potential Healthcare Provider Use Cases

Use Cases	IDMC Capabilities	Frameworks/Standards	Impact/Outcomes
<p>Consolidate clinical trial data from multiple siloed systems and CROs into a unified data mode</p>	<ul style="list-style-type: none"> • Cloud Data Integration • Metadata Catalog using CDGC • Cloud Data Quality 	<p>FHIR</p>	<ul style="list-style-type: none"> • Shortens the time required to prepare datasets for clinical trials • Enhances reproducibility and audit readiness • Speeds up the delivery of insights and trial results
<p>Enable data democratization for research teams by providing a secure, governed platform to share anonymized patient data with researchers</p>	<p>Data Privacy & Masking (CDAM) Data Governance & Lineage (CDGC) Marketplace (CDMP)</p>	<p>NHS , HIPAA, GDPR</p>	<ul style="list-style-type: none"> • Facilitates privacy-conscious, data-driven innovation • Strengthens collaboration across the industry • Guarantees adherence to ethical and legal regulations
<p>Automated identification of PII to evaluate and reduce associated risks</p>	<p>Sensitive Data Discovery (CDGC) Data Classification & Masking (CDGC, CDAM) Risk Scoring (CDGC)</p>	<p>HIPAA, GDPR</p>	<ul style="list-style-type: none"> • Facilitates proactive risk management • Assists with privacy impact evaluations • Enhances data security measures

Customer Success

Large non-profit Healthcare System

GOAL

Amid a complex landscape of EHR systems, billing, and supply chain applications, the client shifted focus during COVID-19 to prioritize core capabilities and rapidly generate dashboards for internal and government reporting.

DATA MANAGEMENT & AI STRATEGY

Data Governance solution was implemented enterprise-wide across multiple use cases

On-Premise DG solution in alignment with the existing Informatica MDM



Supported Operational Dashboards and the new focus on COVID Reporting



To enhance insights into their critical operational assets

VALUE

Gain accurate, real-time insights into critical assets, improving decision-making and operational efficiency





Use Case Demo

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& AI come to**

