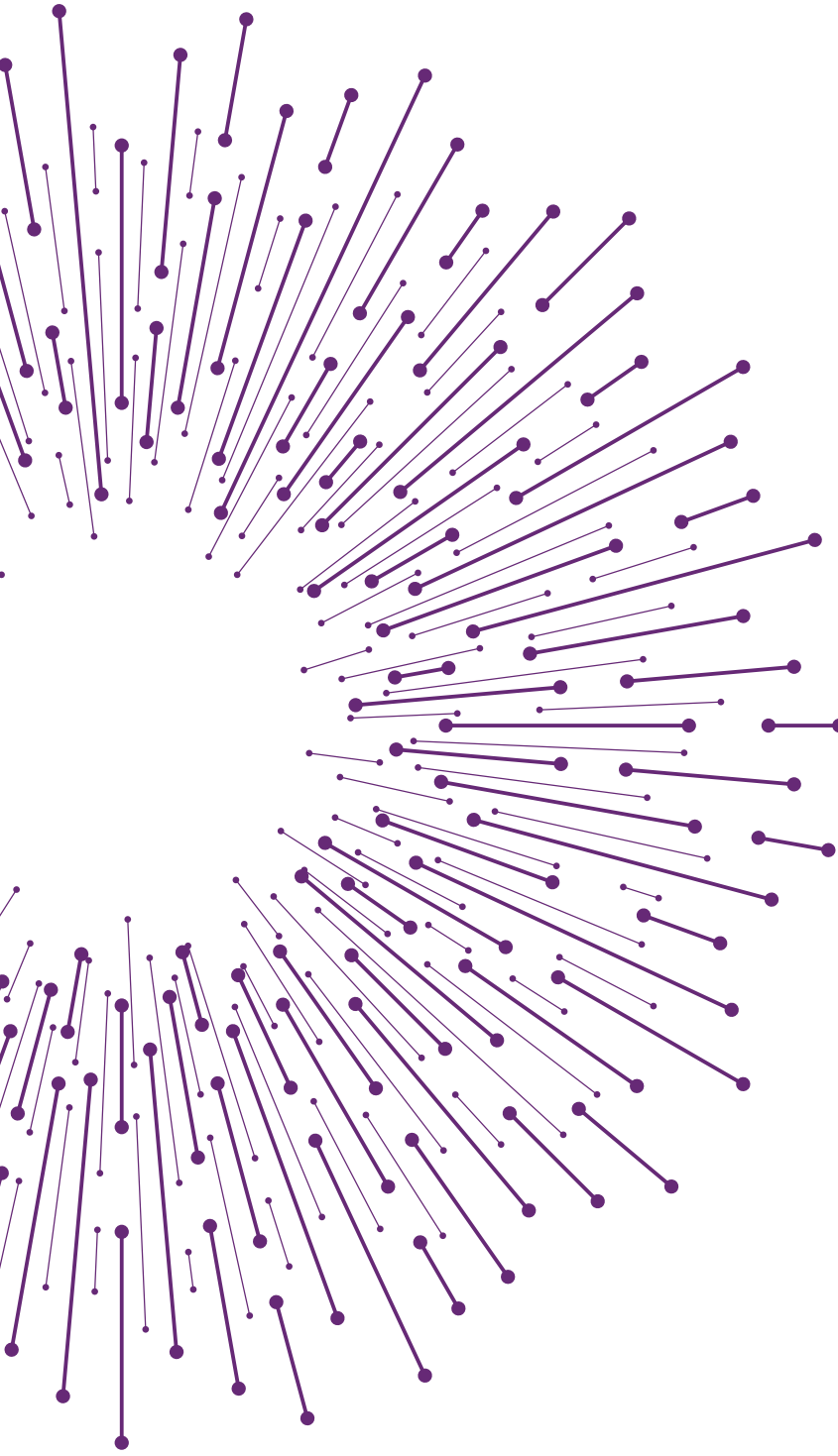




## Connecting Health Data

How 6 healthcare organizations connect to clinical and activity data to advance clinical research and patient engagement



# Consumer Healthcare Data Sharing: Powering Clinical Research, Patient Engagement Programs and More

Consumer healthcare data is the new gold. Access to this wealth of data fuels improvements in health outcomes and groundbreaking advancements in clinical research.

A complete and accurate understanding of the patient journey has never been more crucial in today's complex healthcare landscape. Consumer healthcare data provides invaluable insights into patients' health histories, treatment responses, and outcomes. These insights inform the design of more targeted interventions and personalized patient engagement programs and accelerate the development of novel therapies and treatment modalities.



**Ultimately, consumer healthcare data powers a continuous cycle of innovation,** driving improvements in patient care and shaping the future of medicine.



### **A proliferation of new healthcare access points**

Health data is increasingly fragmented as consumers access telehealth, retail health, and visit multiple physicians and clinics. For example, a simple orthopedic injury may generate 3-4 medical records: the point of urgent care, the orthopedic surgeon's practice, the affiliated hospital, health system, or ambulatory surgery center, and a rehabilitation clinic. This fragmentation places the burden on the healthcare consumer as the only one who holds the keys to the 'source of truth' for their healthcare information.



### **The growth of digital health**

The surge in digital health solutions, including mobile apps, wearable devices, and telemedicine platforms, has significantly expanded the availability and volume of health data. This proliferation has transformed patient engagement and healthcare delivery by offering unparalleled access to past medical records and real-time, real-world health insights.

#### ***Expected digital health market growth***

**23.7** CAGR

**1.3** trillion USD by 2030



### **Real-world data in clinical research**

The use of real-world data (RWD) in clinical research is growing, presenting an opportunity for advancing medical knowledge and improving patient outcomes. RWD holds immense potential to provide valuable insights into the effectiveness, safety and real-world outcomes of medical interventions.

By capturing data from diverse patient populations in real-world settings, researchers can gain a deeper understanding of how treatments perform outside the controlled environment of clinical trials.

# Improved Health Data Access: More Breakthroughs and Better Outcomes

Having visibility into a person's comprehensive patient journey is critical for healthcare and life sciences companies. That means accessing consumer health data safely and securely from a range of clinical and activity data networks, including electronic health records, lab results, wearables and fitness apps.

Harnessing the power of data more effectively can help:

**Accelerate clinical research:** Slow time to market is a major challenge for clinical research teams and life sciences organizations, often caused by delays<sup>1</sup> in participant recruitment and screening. In fact, 70-80% of all clinical trials experience delays related to recruiting or study start-up times. Swift participant qualification and enrollment are essential. To do this, securely accessing data from a diverse array of sources, including electronic health records, lab results, wearables and fitness apps, is vital to gathering essential information about potential participants.

**Deliver personalized digital health experiences:** To excel in delivering personalized experiences, it's essential for digital health companies to seamlessly access comprehensive health data and insights into individuals' healthcare journeys. Consumers anticipate tailored and impactful interactions from digital health programs, necessitating a holistic understanding of their health data at scale to drive these experiences.

**Streamline data sharing for consumers:** Simplifying data sharing for consumers is paramount. The burden often falls on consumers to complete multiple forms to share health information and accurately recall their health history. They need a streamlined, secure, and user-friendly way to grant access to their health data. Digital health can enhance user engagement and foster trust among consumers by offering intuitive and secure data-sharing mechanisms.



Valuable insights on clinical participants can include:

- Demographics
- Immunizations
- Allergies
- Plans of Care
- Procedures
- Test Results
- Vitals
- Social History

# Turning Health Data Into Actionable Intelligence

While there is more health data than ever before, it's not always easy to access. LexisNexis® Human API™ provides healthcare organizations with a solution to empower consumers to consent to share their health data with select organizations.

In the following case studies, learn how the solution helped:

- **Accelerate clinical research** for three life sciences companies
- **Leverage lab and wearable activity data** to deliver personalized health insights to consumers





# Modernizing Engagement with Research Participants

## Challenge

A large, non-profit cancer research organization was conducting a remote, long-term observational study on people recently diagnosed with cancer. The non-profit had relied on manual, time-consuming, paper-based processes to collect health data from study participants across the U.S.—taking weeks to complete the process. Participants had to complete extensive documentation of health history and provider/facility information with limited guidance. This labor-intensive processing placed a significant burden on administrative resources.

## Solution

Using Human API™, the organization conducted digitized patient outreach via email. A patient-centric, guided application streamlined the data collection related to cancer treatment. The application pre-populated patient demographics, contact information, and provider and facility details to save time. It integrated electronic signing of HIPAA authorizations and accelerated downstream medical record and biospecimen retrieval.

## Impact

**Onboarding time decreased from weeks to less than two days** by being able to authorize data retrieval from anywhere, at any time.

**Eliminated manual labor and effort** related to designing, sending, receiving and processing paperwork.

**70% of participants that started the onboarding process completed it.** Enrollment is critical to trial success; 25% of cancer trials fail to enroll a sufficient number of patients.<sup>1</sup>



# Enhancing Clinical Trial Recruitment and Screening with Human API

## Challenge

A clinical-stage biotechnology company focused on delivering novel therapies for autoimmune diseases sought help streamlining clinical trial recruitment and screening. Patients with complicated diagnostic journeys typically have a long history of clinical data stored across multiple disparate sources, so recruiting and screening patients for clinical trials can be a costly and time-consuming process.

The organization encountered significant barriers in recruitment and screening, which often involved patients having to recall detailed information about their health history and track down medical records. When patients were unable to retrieve records, the burden fell on clinical trials sites—a costly and time-consuming process.

## Solution

The organization implemented Human API, a user-friendly consumer application with an extensive data network and sophisticated data management, to efficiently retrieve and compare digitized medical records against the study protocol eligibility criteria.

## Impact

The biotechnology company observed a notable improvement in the quality of clinical trial referrals forwarded to trial sites, bolstering the potential for successful recruitment. The seamless record retrieval process also allowed the company to establish trust and rapport with patients, fostering retention in the current trial and increasing the likelihood of their participation in future studies. And last, by expediting screening, they experienced a reduction in clinical trial screen failures, optimizing resource allocation.

## Impact

**Improved quality of referrals forwarded to trial sites**, bolstering the potential for successful recruitment.

**A seamless record retrieval process established trust and rapport with potential participants**, fostering retention in the current trial and increasing the likelihood of their participation in future studies.

**Expedited screening reduced screen failures**, optimizing resource allocation.



# Reducing Screen Fail Rates for Clinical Trial Recruitment

## Challenge

A biopharma company focused on rare diseases launched a phase three clinical trial. Successful recruiting campaigns led to an influx of leads that were not qualified for the study, and ultimately, screen failed at their research sites.

## Solution

The company integrated the Human API patient-centric, guided application to streamline health data retrieval from disparate sources to deliver digital patient health history in minutes. Sophisticated data processing generates a consolidated, reader-friendly health history report.

## Impact

**Ability to review complete health history improved the quality of leads** referred to research sites and reduced screen fails.

**Data available to sites accelerated enrollment for qualified leads**, improving trust and rapport with potential study participants.





# Streamlined data acquisition fuels maternal health research

## Challenge

4YouandMe is a non-profit organization with a global mission to alleviate the burden of chronic disease on underserved populations. The organization lacked comprehensive data on large populations of pregnant patients for its BUMP study, making it challenging to research and better understand pregnancy complications. Chasing down the necessary data from providers through traditional avenues is time and labor-intensive for staff.

## Solution

4YouandMe integrated Human API to streamline and consolidate data acquisition and efficiently retrieve structured medical record data from participants across the U.S. at multiple points throughout the study. The solution gives participants a simple way to authorize the retrieval and sharing of their health data with 4YouandMe. This approach eliminated the need for the organization to engage with dozens of clinical sites.

*“We did not have an alternate beyond asking participants what they remembered, underscoring the pivotal role that Human API played in eliminating the reliance on participant recall and providing a means to obtain a more accurate and comprehensive source of clinical data.”*

**—Dr. Stephen Friend, Chairman, President and Co-Founder of 4YouandMe**

## Impact

**Gained deeper insight into each participant’s clinical journey through pregnancy,** supplemented by data from wearables, surveys, and other sources.

**Identified potential risk factors and enabled recommendation of proactive support** to prevent symptoms from escalating into higher-risk complications.

**Contributed to the development of personalized approaches** to maternal healthcare.



# Boosting Disease Prevention with Lab Results

## Challenge

A digital health company sought a solution to monitor chronic disease prevention activities proactively. The focus was on helping people reduce their cholesterol and A1C levels to support heart health and diabetes management.

## Solution

The company implemented a lab tracking system using Human API, enabling people to easily connect and share their lab and other health data for tracking.



## Impact

**Empowered consumers with insights into their health**, leading to higher engagement and satisfaction.

**Reduced overall healthcare costs for sponsors** by promoting early intervention and preventive measures.

**Enabled proactive management of heart health and diabetes**, resulting in lowered cholesterol and A1C levels.



# Personalizing Wellness with Wearables

## Challenge

A global digital health company needed a streamlined way to collect wearable data from consumers. The organization sought to deliver personalized experiences for exercise challenges, a key component in its approach to helping people improve their well-being and performance.

## Solution

Through Human API, consumers connect their wearable devices within the digital health app, eliminating manual data entry. Real-time data retrieval and data standardization enables the app to progress and compare activity across individuals, regardless of which wearable device they use.

## Impact

**Improved company's understanding of health and wellness drivers** through access to wearables data from various consumer device types.

**Boosted participant engagement in health and wellness programs** due to an integrated, personalized experience.



Find out how Human API can deliver better insights for better care.

Please visit

<https://risk.lexisnexis.com/products/humanapi>.

## References

1. Feller S. 2015. One in Four Cancer Trials Fails to Enroll Enough Participants. [https://www.upi.com/Health\\_News/2015/12/30/One-in-four-cancer-trials-fails-to-enroll-enough-participants/2611451485504/](https://www.upi.com/Health_News/2015/12/30/One-in-four-cancer-trials-fails-to-enroll-enough-participants/2611451485504/)

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