

# Unlock the Power of Real-World Evidence (RWE)

Real-world evidence (RWE) has become indispensable for advancing medical research and improving patient outcomes. Yet, organizations face a critical challenge:

**How do you harness the power of sensitive patient data for trials and research, while maintaining stringent privacy standards and regulatory compliance?**

## ▶ The Real-World Evidence Imperative

Real-World data (RWD) provides a wealth of information from a variety of sources outside of traditional clinical trials. When analyzed effectively and turned into RWE, this data:

- Enhances the efficiency of traditional clinical trials by harnessing data from diverse patient populations.
- Accelerates drug development and approval processes.
- Supports post-market safety surveillance.
- Enables evidence-based decision-making for new therapeutic applications.

## ▶ The Privacy Paradox

As healthcare organizations scale their RWE initiatives, they face mounting challenges:

### Data Security & Compliance

- Increasing global privacy regulations (HIPAA, GDPR).
- Rising cybersecurity threats targeting patient data.
- Complex requirements for multi-jurisdictional research.

### Operational Bottlenecks

- Manual de-identification processes that drain resources.
- Error-prone data handling that risks exposure.
- Integration challenges across disparate data sources.

### Innovation vs. Protection

- Pressure to accelerate research while ensuring compliance.
- Risk of costly penalties and reputational damage.
- Need to preserve data utility while protecting privacy.

## Nobody Does it Better



### Unrivaled Accuracy

Private AI has the most accurate PII detection engine on the market.



### Built for Enterprise

Private AI is currently deployed within multinational organizations and big tech.

## ▶ A Path Forward: Automated Privacy Protection

Modern privacy automation empowers organizations to overcome these challenges by:

### Streamlining Compliance

- Automated detection, anonymization and protection of sensitive information.
- Uniform compliance with global and local privacy standards and regulations across all datasets.
- Reduced risks of human error associated with manual data handling.

### Accelerating Research

- Faster processing of large-scale RWD, reducing data preparation time from weeks to hours.
- Preserved data utility for meaningful analysis, allowing teams to focus on high-value research.
- Seamless integration with existing research workflows, making the unification of diverse data sources easier.

### Enabling Innovation

- Confident expansion of RWE programs.
- Protected collaboration across research partners.
- Scalable infrastructure for growing data volumes.

## ▶ Transforming RWE Potential into Reality

Organizations leveraging automated privacy protection are achieving remarkable outcomes:

- **Faster Time-to-Market:** Streamlined processes accelerate research cycles and therapeutic developments.
- **Enhanced Compliance & Trust:** Automated privacy protection ensures consistent HIPAA and GDPR compliance across all datasets, building confidence with regulators and research partners.
- **Operational Excellence:** By eliminating manual redaction processes, organizations free up resources for strategic initiatives and innovation.
- **Future-Ready Infrastructure:** Scalable privacy automation supports growing data volumes and evolving regulatory requirements, ensuring sustainable RWE programs.



### No Rules and Regexes

Private AI's PII detection engine understands the context of a call similar to how a human would, with easy setup and minimal maintenance.



### 50+ Languages

Private AI supports over 50 languages, covering multinational information.



### Supported Filetypes:

- PDF
- DOCX
- XML
- CSV
- TXT
- JSON
- TIFF
- JPG/PNG
- & MORE!

# Ready to Transform Your RWE Program?

Discover how Private AI is helping leading healthcare, pharmaceutical, and clinical research organizations unlock the full potential of real-world data while ensuring ironclad privacy protection.

Contact our team to learn more about Private AI can help your organization's RWE initiatives and accelerate protecting patient and clinical trial data.

Trusted by Industry Leaders to provide reliable and scalable solution to manage data securely and compliantly



Private AI Integrates With:

