Secondary Use of Data: Commercial Purposes

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Outline

• What are the secondary uses of data for commercial purposes?
• Who uses the data?
• What are some of the challenges?
What are the Secondary Uses of Data for Commercial Purposes

• Benchmarking
• Conduct of research (HSR, “translational research”, outcome research, cost-effectiveness)
• Benefit design
• Population management
• Choice of provider
• Accountability programs
• Specialty Board re-certification (MOC) and re-licensure
• Health professional (including residents) performance assessment
Who Uses the Data?

• Federal government
• Pharmaceutical companies
• Foundations-profit and non-profit
• Health plans and employers
Challenges in the Use of Secondary Data for Commercial Purposes

- Privacy
- Confidentiality (patient, health professional and organization, e.g. employer)
- Patient and health professional ID
- Access to clinical data (new sources of data, e.g. home monitoring)
- Lack definition clarity e.g. uses, admin vs. clinical, data elements and
- Lack of data standards
- Uneven awareness of value (both by the public and policy makers)
- Business case sometimes uncertain
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