

SURVEY RESULTS:

What CDO's are Thinking about Data Privacy



ABOUT THE SURVEY:

150 total respondents

CDOs or **senior data managers**

67% Healthcare

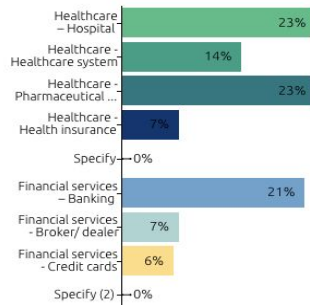
33% Financial services

\$50MM minimum revenues

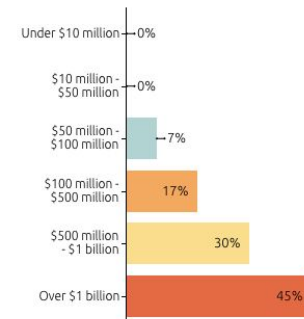
250+ employees

Shares at least **1TB** of data monthly

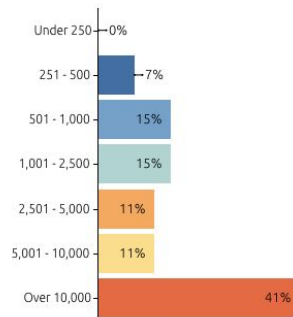
INDUSTRY



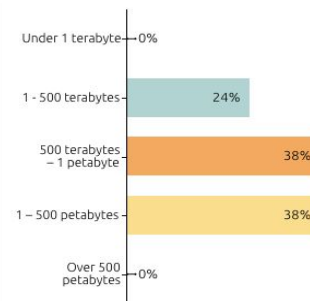
REVENUES



EMPLOYEES



DATA SHARED/MONTH



It will surely support us in generating more revenue by creating a better network with compatible organizations.

— Chief Data and Analytics Officer

KEY TAKEAWAYS

94% of all respondents state data privacy technology that enforces existing regs would increase revenues

37% of all respondents state revenues would increase up to 20%

Among healthcare systems, 43% state revenues would increase up to 20%, 48% state it would increase revenues up to 10%

Among banks, 59% state revenues would increase up to 20%

Among broker/dealers, it's 60%

46% of all respondents state expanded data collaboration would give their organizations a competitive advantage

52% of healthcare system respondents state this

50% of hospital respondents do as well

50% of broker/dealers state expanded data sharing would provide a competitive advantage

47% of bank respondents and 44% of credit card issuer respondents state this

Data collaboration assists us in making a trustworthy network with our organizational partners because it can efficiently assist us in eliminating areas where data hindrance exists.

— SVP, Data Operations

KEY TAKEAWAYS

58% of all respondents state they are concerned PET at the data user will not prevent people from using the data in a way that violates HIPAA or another regulation

70% of health insurance carrier respondents state this, as do 57% of health care systems and 53% of pharma manufacturers

75% of bank respondents are concerned PET will not prevent people from using data in a way that violates HIPAA or another regulation

67% of credit card issuers and 60% of broker/dealer respondents also state this

52% of all respondents are concerned PET technology will modify data to make the results of analyses inaccurate

65% of pharma manufacturer respondents state this, as do 59% of hospitals and 50% of health insurance carriers. Interestingly, just 38% of healthcare system respondents state this

Interestingly, financial service respondents are less concerned about this: 47% of banks are concerned, while 44% of credit card issuers are and 40% of broker dealers are



Through data collaboration, we would be able to develop new innovative treatment methods and implement the latest technologies for providing a great experience to the patients.

— Chief Operations Officer

KEY TAKEAWAYS

64% of all respondents state they are concerned that people at the data user organization will use data in a way not authorized in the legal agreement

Among healthcare industry respondents, 71% of hospitals are concerned about this, as are 69% of pharma manufacturers, 67% of healthcare systems and 50% of health insurance carriers

Among financial services industry respondents, this is a concern among 60% at broker/dealers, 59% of banks and 50% of credit card issuers

Not surprisingly, respondents are much less concerned about people within their own organizations using data in a way not authorized in the legal agreement

Among healthcare respondents, 31% of pharma manufacturer respondents have this concern, as do 25% of healthcare systems and 12% of hospitals

Financial services respondents are more in lock step: 25% of credit card issuer respondents are concerned about this, while 24% and 20% of banks and broker/dealers, respectively, are concerned



Clinical trial optimization and drug discovery are two of the business concerns enhanced data collaboration will solve.

— Director, Data Management

KEY TAKEAWAYS

60% of all respondents state they are concerned that people within data user organizations will use it in a way that violates data privacy regulations

This concern varies significantly in healthcare: 86% of health insurance carrier respondents are concerned about this, as are 71% of hospitals, 50% of healthcare system and 39% of pharma manufacturers,

Once again, financial services industry respondents are much more consistent: 67% of credit card issuers and broker/dealers have this concern as do 63% of banks

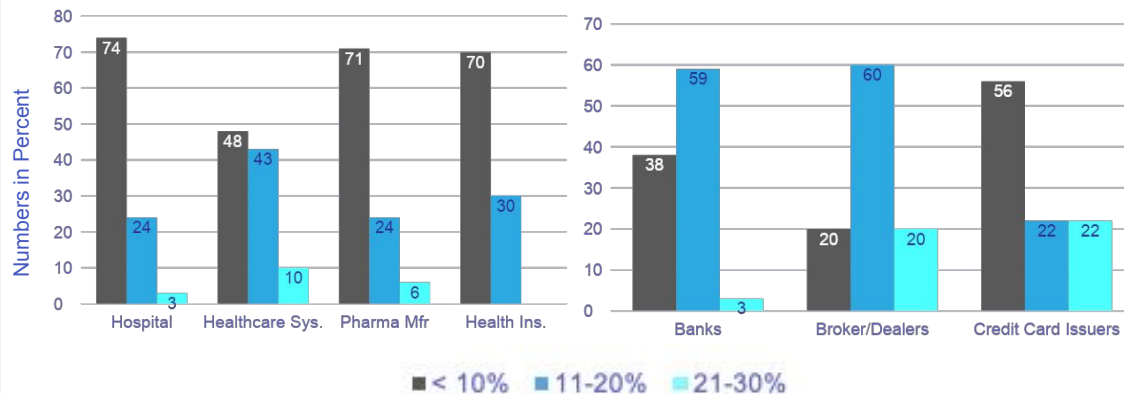
60% of all respondents are concerned PET installed by data collaboration partners will modify the data to make the results of analyses inaccurate

75% of healthcare system respondents are concerned about this, compared to 73% of pharma manufacturers and 60% of hospital respondents

There is less concern among financial services respondents: 50% of broker/dealer respondents share this concern, as do 27% of bank respondents and 25% of credit card issuer respondents



SURVEY RESULTS: Improved Data Collaboration Would Increase My Organization's Revenues



70%+ of surveyed CDOs and senior data managers at healthcare organizations believe improved collaboration driven by effective data privacy solutions will increase revenues up to 10%, a strong plurality believe revenue growth could be as much as 20%



Enhanced Data Collaboration Increases Revenues

“We would be able to boost our overall revenue because more data collaboration would allow us to better understand current scenarios and patient data.”

Vice President, Data & Technology

“With improvement in the accuracy of the research, it would help us in the production of drugs that could prevent epidemics before they happen. This would keep us one step ahead of our competitors in the market.”

Chief Security & Privacy Officer

“The development of new improved therapies and complementing products will eventually attract more patients in a smaller duration of time, resulting in increased revenue.”

Chief Officer, Data Operations

“By gaining insights on how to optimize processes and make the right proactive decisions on client requirements we would be able to register an increase in revenue.”

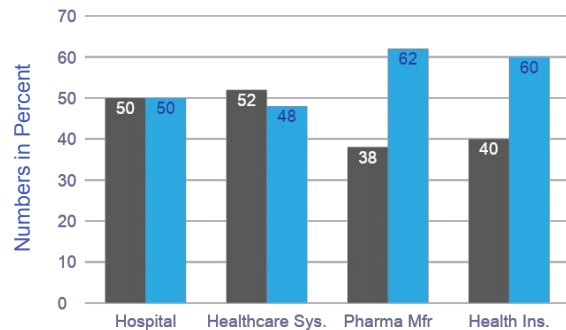
Chief Officer, Data Operations

“This would help us to give better care to our patients by enabling us to provide faster services and allowing us to make more revenue by serving more individuals.”

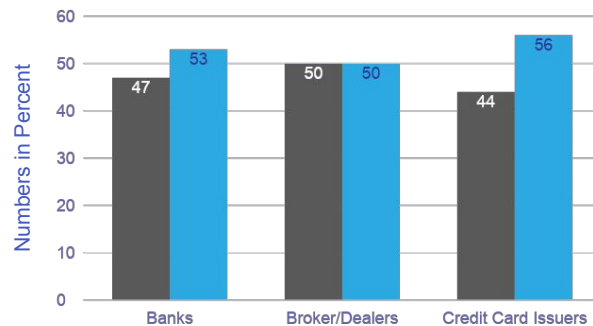
Senior Vice President, Data Operations



SURVEY RESULTS: Expanded Data Collaboration Provides My Organization with a Competitive Advantage



Within healthcare, 52% of pharma manufacturer and 50% of hospital respondents state this.



Within financial services, 50% of broker/dealer and 47% of bank respondents state this.

■ Yes ■ No



Enhanced Data Collaboration Creates Competitive Advantage

“It would draw in more patients, and we would be able to examine the high-quality data, resulting in improved treatment.”

Senior Vice President,
Data Privacy

“Our doctors will be able to make more informed decisions related to treatments eventually attracting more patients.”

Chief Security & Privacy
Officer

“Data collaboration would give us a competitive advantage by leveraging new sources of data, both internal and external.”

Vice President, Data
Privacy

“It would create new opportunities to understand customer behavior and bring in products that meet their requirements.”

Chief Operations Officer

“By enabling innovation and yielding a customer-centric approach through data collaboration.”

Senior Vice President,
Data

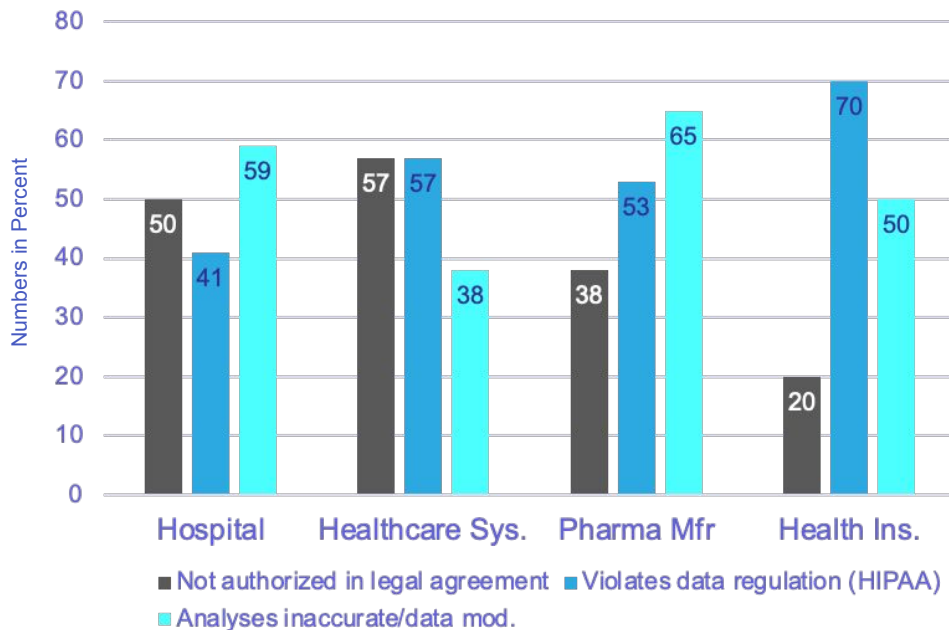
SURVEY RESULTS:

Healthcare CDO Concerns when Collaborating with Data

Hospitals and pharma manufacturers most concerned that PET will modify the data and cause analyses to be inaccurate

Healthcare system and health insurance carrier respondent concerns focused on using data in a way that violates a data reg. such as HIPAA

None of the respondents had “no concerns” about the safety of their data when collaborating



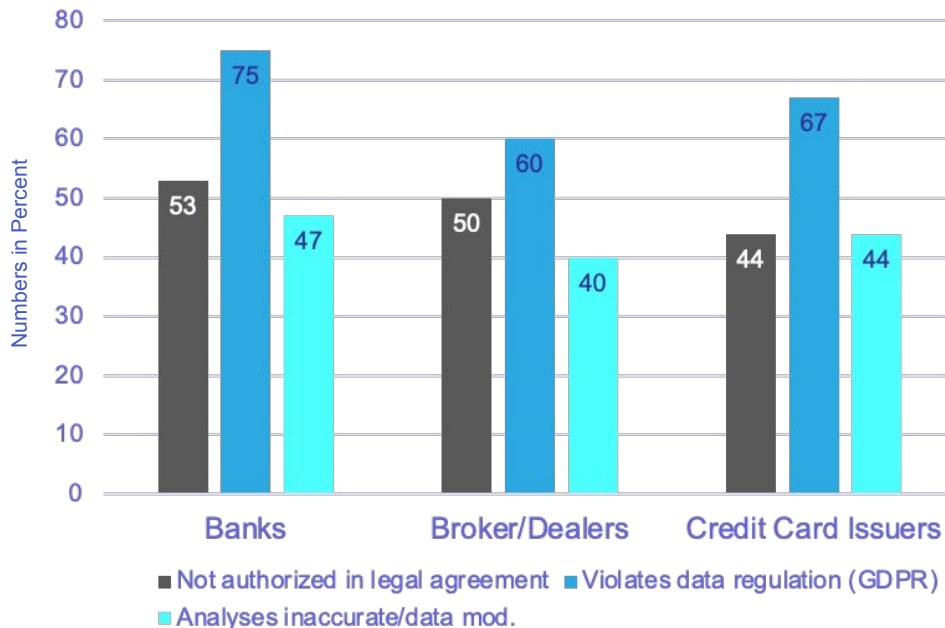
SURVEY RESULTS:

Financial Services CDO Concerns when Collaborating with Data

All financial services organizations most concerned with violating a data regulation, such as GDPR when collaborating with data

Violating legal agreements is consistently the second most significant concern

None of the respondents had “no concerns” about the safety of their data when collaborating



Business Problems Improved Data Collaboration Addresses

“Through data collaboration, we can better understand our customers needs, pinpoint problems in our product targeting, and find the best way to fix existing problems.”

Chief Privacy Officer

“With the support of data collaboration our company would be able to make improvements related to credit decisions, fraud detection and mitigating risks.”

Chief Privacy Officer

“It accelerates the flow of information for decreased medical error and providing better patient care.”

Vice President, Data Operations

“This will provide instant access to highly accurate data supporting our researchers in more time-efficient discoveries of new therapeutic drugs.”

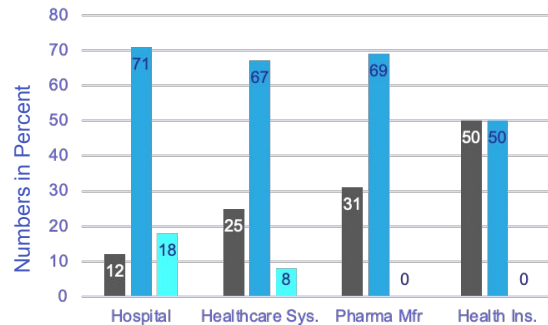
Vice President, Data Operations

“If we have data from vast populations, we can develop personalized medications.”

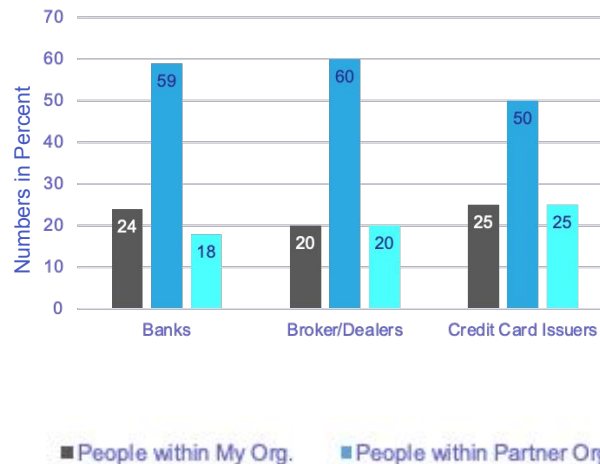
Senior Vice President, Data



SURVEY RESULTS: Concerns about Who Will Use Data in a Way Not Authorized in Legal Agreements



33% of healthcare organizations are significantly concerned (rate 8-10 on a 1-10 scale) that partner organizations will use data in a way not authorized in legal agreements



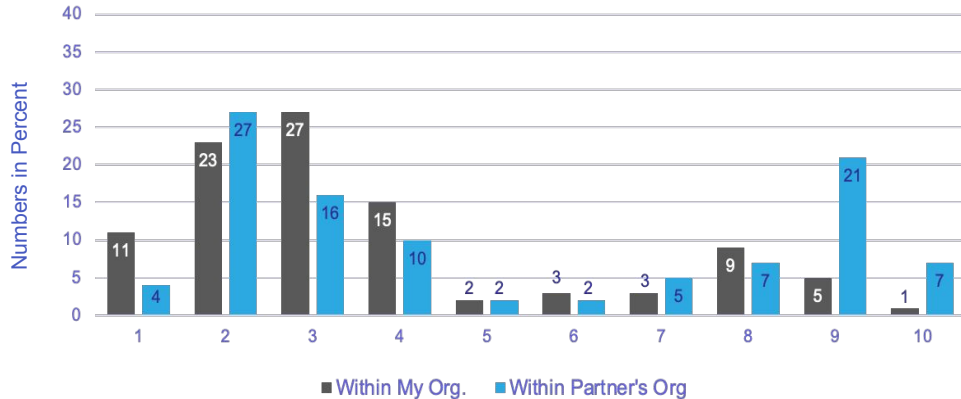
36% of financial institutions are significantly concerned (rate 8-10 on a 1-10 scale)



SURVEY RESULTS:

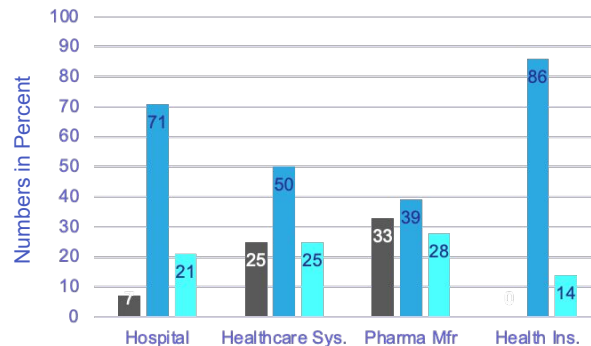
Level of CDO Concern about Use of Data in a Way Not Authorized in Legal Agreements

35% of all respondents are significantly concerned (rank 8-10 on a 1-10 scale) that people at the data user organization will use data in a way not authorized in legal agreements

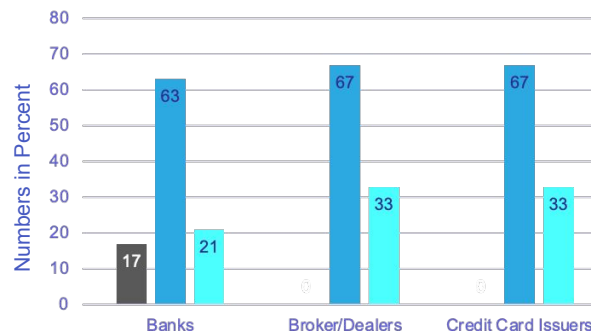


SURVEY RESULTS:

Concerns about Who Will Use Data in a Way that Violates Data Privacy Regulations



37% of healthcare organizations are significantly concerned (rate 8-10 on a 1-10 scale) that partner organizations will use data in a way that violates one or more data privacy regulations



54% of financial institutions are significantly concerned (rate 8-10 on a 1-10 scale)

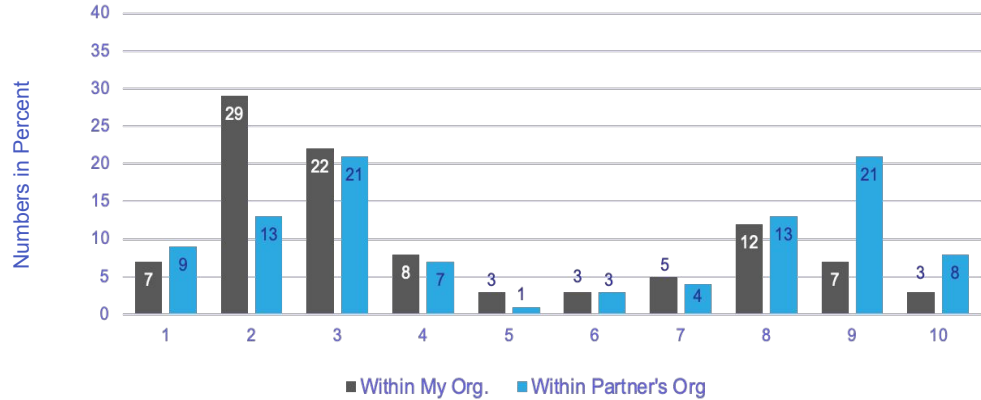
■ People within My Org. ■ People within Partner Org. ■ Both



SURVEY RESULTS:

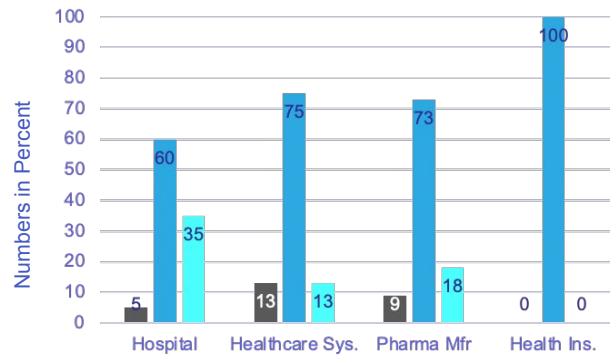
Level of CDO Concern about PET Not Preventing People from Using Data in a Way that Violates Data Privacy Regulations

42% of all respondents are significantly concerned (rank 8-10 on a 1-10 scale) that PET installed at the data user organization will not prevent people from violating a data privacy regulation

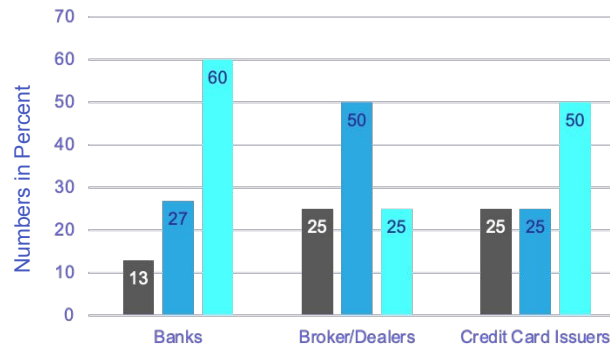


SURVEY RESULTS:

Concerns about PET Solutions Modifying Data to Make Results of Analyses Inaccurate



35% of healthcare organizations are significantly concerned (rate 8-10 on a 1-10 scale) that partner organizations PET will modify data and make results of their work inaccurate



34% of financial institutions are significantly concerned (rate 8-10 on a 1-10 scale)

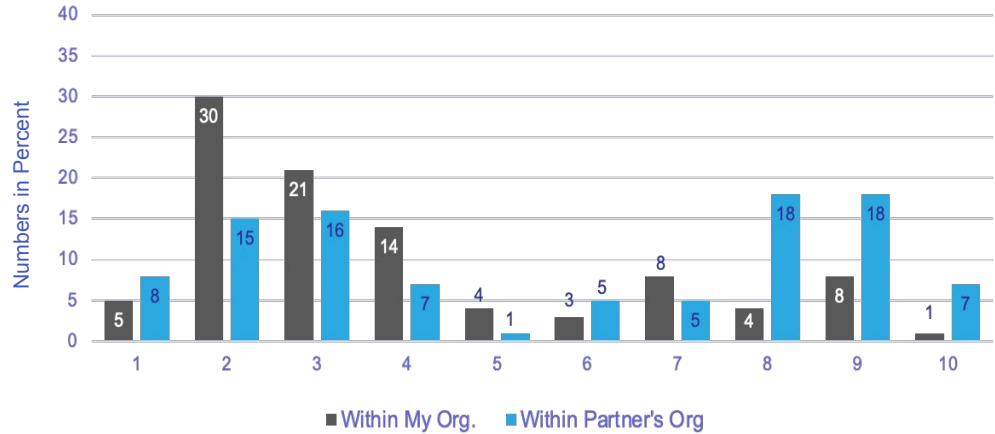
■ PET Our Org. Installed ■ PET Partner Org. Installed ■ Both



SURVEY RESULTS:

Level of CDO Concern about PET Modifying Data to Make Analyses Inaccurate

42% of all respondents are significantly concerned (rank 8-10 on a 1-10 scale) that PET installed at the data user organization will modify the data to make the results of analyses inaccurate



Business Outcomes Improved Data Collaboration Can Achieve

“It will assist us in increasing the productivity and overall revenue of the company.”

Senior Vice President,
Data Operations

“It would help us in reshaping banking services with increased data transparency and betterment in operational efficiency.”

Senior Vice President,
Data Operations

“As we strive to provide better treatment and care for our patients, the doctors will be able to work effectively with advanced new treatments.”

Chief Officer, Data
Operations

“We hope to achieve better workforce allocation, better product delivery, and stronger fraud protection.”

Vice President, Privacy

“The collaboration would provide a system for tracking current and previous illnesses and finding differentiator drugs from our competitors.”

Chief Officer, Data
Operations



SURVEY RESULTS:

What CDO's are Thinking about Data Privacy

