

Before You Sign

7 questions every pharma team should resolve before signing with a data vendor

For clinical trials, real world evidence, marketing, and patient support, your data strategy is only as strong as the data beneath it and the permissible use of that data. **Demand clear answers to these seven questions before signing with any data vendor.**

1 Can you access 100% of a patient's data, or only a fraction?

Incomplete records create bias. A partial picture can undermine a trial, miss a safety signal, or weaken a support program.

DEMAND 100%, OR UNDERSTAND EXACTLY WHAT'S MISSING, AND WHY.

2 Do you get records, imaging, and claims, or just records?

Every use case needs the full clinical picture. Labs without imaging or claims without EHR are fragments, not datasets.

UNDERSTAND WHAT YOU NEED, AND WHAT YOU'RE REALLY GETTING.

3 Are patients verified by digital identity, or just probabilistic matching?

Probabilistic matching only guesses that records belong to the same person. At scale, those guesses become errors that quietly corrupt your data.

INSIST ON VERIFIED DIGITAL IDENTITY, NOT PROBABILISTIC MATCHING.

4 Is the data consumer-consented, or bound by institutional restrictions?

Third-party data often carries use limits. A health system may cap it to treatment, payment, and operations. Consumer-consented data has none.

VERIFY THERE ARE NO RESTRICTIONS ON HOW YOU CAN USE THE DATA.

5 Is it a live patient relationship, or a one-time extract?

Static data tells you where a patient has been. A live relationship lets you follow them longitudinally, update consent, and build durable cohorts.

DEMAND A LIVE CONNECTION, NOT JUST A SNAPSHOT.

6 Is consent auditable and revocable, or just assumed?

Regulatory scrutiny is rising across every use case. Consent must be provable per patient, and revocable without breaking your program.

REQUIRE AUDIT-READY, REVOCABLE CONSENT.

7 Is security banking-grade, or just basic healthcare-grade?

Basic healthcare-grade clears a compliance bar. Banking-grade protects against breach. They are not the same standard.

PUSH FOR BANKING-GRADE. ACCEPT NOTHING LESS.

Health Bank One answers YES to all 7.

Plus patients get a benefit no other data vendor can offer — a secure and portable account with all their health data to use when and where they need it.

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