

First ever large scale benchmarking among pharmaceuticals without anyone seeing the raw data

IM Associates orchestrated the first ever benchmarking study in a data clean room, with 20 pharmaceutical companies. No one ever accessed the sensitive data during the process, yet every participant gained valuable insights.

Benchmarking studies today often require market research firms to engage a trusted third party to anonymize participants' data. This creates a strong reliance on these third parties to not only anonymize the data but to maintain its privacy and security. The potential theft or exposure of sensitive data increases the attrition rate around benchmarking studies, affecting the level of insights and value of results.

IM Associates, a leading data insights solution provider & consulting firm in the healthcare industry, conducting an annual benchmarking study with 20 of their largest pharmaceutical clients for almost two decades.

Challenge

Historically, in order to adhere to data privacy and regulatory requirements, IM Associates would first have to engage a trusted third party to anonymize data from their participating companies, before any analysis could be performed on the data. The benchmarking study became progressively more difficult to conduct, with this existing operating model leading to the following issues in recent years:

- **Increased Friction:** Engaging a third party for data anonymization prevented IM Associates from being fully autonomous and agile to meet changing deadlines.
- **Data Sharing Concerns:** Stricter privacy laws and the threat of breaches made participants more wary of sharing sensitive data with a third party, often requiring additional approvals from their privacy and compliance teams.
- **Slow Onboarding:** Onboarding new participants requires a lot of trust in both IMA and the "anonymization" third party, resulting in much slower onboarding of new participants and faster attrition as data regulation is becoming stricter.

Solution with Decentriq

This year, IM Associates pioneered a new approach to benchmarking by leveraging Decentriq's data clean rooms. Powered by confidential computing technology, Decentriq's data clean rooms provide security guarantees that make trust a given between all participants. What this means is that no one can see a participant's sensitive data or their individual results – neither the other participants, IM Associates, Decentriq nor the cloud provider.

IM Associates could now conduct their study in just four simple steps:

1. **Set up data clean room:** IM Associates defines the exact access permissions, data analysis and aggregated results.
2. **Invite stakeholders:** Each participant can inspect the intended analysis before uploading their sensitive data, which would be automatically encrypted by Decentriq.
3. **Run analysis:** IM Associates runs data quality checks on the submitted data before running their analysis, with all data remaining encrypted and confidential throughout.
4. **Generate results:** Each participant can access their individual report from the data clean room.





“Decentriq’s confidential computing technology brought the necessary flexibility to our yearly benchmarking study and upscaled confidentiality levels to the current requirements of our pharma customers,”

Bart Bierinckx, CEO, IM Associates

Benefits for IM Associates and participating pharmaceutical companies

Decentriq’s data clean rooms make the entire benchmarking process frictionless for IM Associates, while providing the highest level of security and confidentiality guarantees for their participating pharmaceutical companies and their sensitive data. IM Associates and their participants can derive greater value from benchmarking with the following benefits:

- **Increased flexibility & autonomy:** IMA no longer receives an anonymized file, but it operates on the original data without seeing it.
- **Reduced turnover:** Leveraging Decentriq’s self-service platform, IM Associates can launch data-clean rooms on-demand, performing the analysis in minutes instead of iterating days with the third party.
- **Increased Participation:** IM Associates can incorporate participants’ data that would not have been included previously due to confidentiality concerns, generating deeper insights and more valuable results.
- **End-to-end confidentiality:** For the first time, no one had access to the raw data at any point. Neither IM Associates nor Decentriq.

Easily launch confidential benchmarking studies with Decentriq

Decentriq is an enterprise SaaS platform providing data clean rooms powered by confidential computing allowing users easily and securely leverage data previously not possible.

With guaranteed trust and privacy, market research firms can now directly analyze their participants’ sensitive data securely and compliantly, without the need to anonymize data with a third party.

About the partners



IM Associates offers data-driven added value for all stakeholders in the healthcare industry. They invite pharmaceutical companies (human as well as animal health), providers of medical devices, hospitals, nursing homes, pharmacies, and governmental institutions to question them on their strategic and operational challenges. These challenges are mostly related to insights in the business dynamics, route-to-market questions, data science, and the transformation of data into business intelligence. Together they design innovative ways to excel, based on thorough data analytics.

IM Associates combines a long healthcare experience with strong analytical skills, flexibility, short time to action and a high level of ownership and involvement.

For more information on IM Associates:

www.im-associates.eu - info@im-associates.eu

DECENTRIQ

Decentriq is an enterprise SaaS platform providing data clean rooms - allowing users to leverage data previously not possible.

Easily and securely collaborate with stakeholders, internal or external, to derive new data value - all with guaranteed trust and privacy because of Decentriq’s underlying encryption-in-use technology called confidential computing.

Decentriq is also a founding member of the Confidential Computing Consortium including Microsoft, Google, Facebook, Intel and Ant Group.

For more information on Decentriq’s data clean rooms:

www.decentriq.com - hello@decentriq.com