



Using De-Identification to Safely Enable Innovation and Commercialization

Brian Rasquinha, Associate Director, Solution Architecture, Privacy Analytics (Moderator)

Lauren Jones, Senior Privacy Counsel, Surescripts

Jennifer Geetter, Partner, McDermott Will & Emery

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Session Description

Organizations of all kinds are increasingly using data to drive research and development, make better business decisions, and build data products. At the same time, individuals' awareness and expectations around data privacy are also increasing. This panel discussion will cover approaches and strategy for data de-identification to support a range of business functions, from both a legal and technical perspective.

The panel will explore:

- Strategies, best practices, and priorities for building data-driven programs, with an eye to both regulatory compliance and managing contractual restrictions on the use of the data.
- The use of de-identification to support public trust, including considerations around de-identification and AI.

The session will focus primarily on the HIPAA healthcare context in the US, but will address concepts and trade-offs applicable across a range of sectors and regulations.

Biographies (Panelists)



Lauren Jones, Senior Privacy Counsel Surescripts

Lauren provides legal, compliance, and risk management advice throughout the company. Prior to Surescripts, she served as Privacy and Data Protection Counsel at FINRA and as a past project team lead for the NIST Privacy Workforce Public Working Group. For several years, she also provided regulatory advice and legal counsel for health and human services IT interoperability and integration efforts across the District of Columbia. She is a certified information privacy professional by the International Association of Privacy Professionals.



Lauren.Jones@surescripts.com

Biographies (Panelists)



Jennifer Geetter, Partner McDermott Will & Emery

Jennifer's practice is focused primarily on the development, delivery and implementation of digital health solutions, data and research. She advises global life sciences, healthcare and informatics clients on legal issues attendant to digital health, biomedical innovation, AI strategies, research compliance, and global privacy and data security laws.



JGeetter@mwe.com

Biographies (Moderator)



Brian Rasquinha, Associate Director, Solution Architecture Privacy Analytics

Privacy Analytics (an IQVIA company) delivers proven technology and expertise to enable timely, usable data that can be safely linked and put to work — in compliance with global regulations — and backed by auditable proof.

Brian's work focuses on data privacy and de-identification advisory work, solution design, delivery, with particular focus in unstructured data.



BRasquinha@privacy-analytics.com



Panel Discussion: Using De-Identification to Safely Enable Innovation and Commercialization



Thank You



Lauren.Jones@surescripts.com

JGeetter@mwe.com

BRasquinha@privacy-analytics.com

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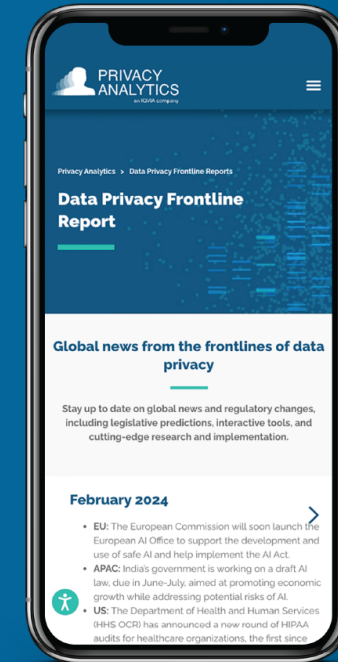
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