

Driving Value with a Proactive Big Data Plan

Your Company has big plans for using big data to improve clinical operations and outcomes, elevate accuracy of trials, enhance operations and build a solid infrastructure for a successful and sustainable digital health initiative. Answering the following questions will help lay the groundwork to proactively seize opportunities and conquer challenges in the fast-moving digital health landscape.

1	What goals do you want to achieve with your big data strategy?	✓
2	What data do you need to achieve the goals?	✓
3	Do you have the ability to provide that data on your own, or will you need to collaborate with others in order to get it?	✓
4	Who are those others—provider EHRs, patients, consumers, data analytics companies, technology vendors, or other third parties with robust data repositories?	✓
5	Do you have a work plan for how the data will be used?	✓
6	Who will be responsible for implementing critical steps of the work plan?	✓
7	What is your strategy for maintaining data privacy and security compliance?	✓
8	What is your strategy for protecting digital health data and infrastructure against attacks?	✓
9	What else do you need to do from a legal, regulatory and contractual standpoint to ensure full access to and use of that data to achieve your goals?	✓

From legal and regulatory compliance needs to big data planning and contract strategies, McDermott Will & Emery can help you lay a solid foundation for achieving your current and future big data and digital health goals.

For more information, visit www.mwe.com/lawofdigitalhealth.