



Case Study

Global Medical Writing CRO Increases Functional Capability with Shadow™









The **Challenge**

A global Medical Writing CRO had limited functionality. The team of medical writers had limited understanding of data de-identification and anonymization. They also had little exposure to dataset standards.





The **Solution**

Our team implemented Shadow™ into the client's processes enabling the ability to perform data and document anonymization.

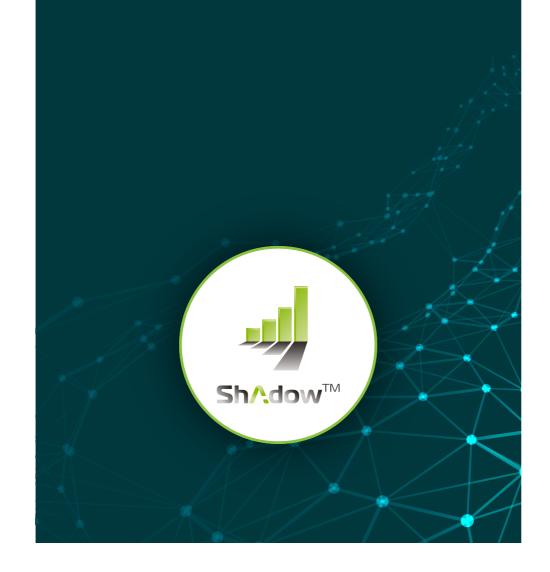
The GENINVO Difference

- ▶ 24/7 technical support for the first month
- On-site training for client in week one, including teaching core members how to use the tool and guidance on industry standards for data de-identification and anonymization
- ► Technical staff moved all projects to Shadow quickly
- Building capacity for client for quantitative risk and utility assessment



- Quick turnaround time in anonymization
- CRO was able to offer services of integrated data and anonymization processes
- Scope of functionalities increased, helping them gain new projects
- Talent became more efficient and effective, technically ahead of the competition





Apart from the Plug and Play offerings of our premium product **SHADOW™**, we also provide **Anonymization as a Service** for CROs and Pharmaceutical Companies to avail Data and Document Anonymization services.

Contact us today to feel **the GENINVO Difference!**







Ideas Delivered Intuitively

Thank You!

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