



Case Study

Global Medical Writing CRO Increases Functional Capability with Shadow™

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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.



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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

The Result

- ▶ 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



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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!



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Ideas
Delivered
Intuitively

Thank You!

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