



Case Study

Pharmaceutical Firm Establishes an Anonymization **Process** 

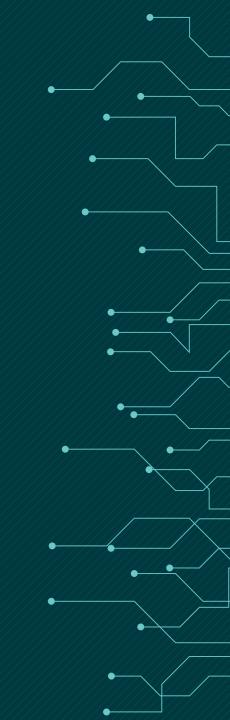
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## The **Challenge**

A global pharmaceutical company learned of our anonymization service and the successful product launch of Shadow™. They came to us with these challenges:

- Evaluating the current roles within biometry.
- ► The current SOP could impact the anonymization process.
- Anonymization on DICOM images as part of pilot.





## The **Solution**

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

## The GENINVO Difference

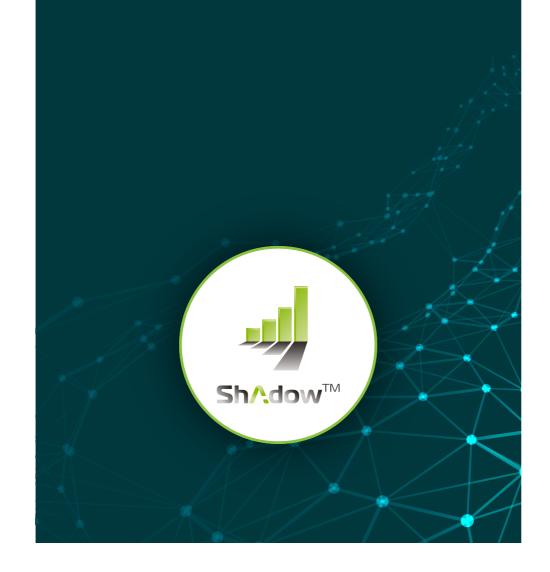
- Creation and implementation of SOPs for an anonymization process.
- Development of supporting instructions and methodology documents to the SOP.
- Execution of anonymization on three projects following the SOP creation.
- ► Training of over 50 users on the anonymization processes.



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## The **Result**

- SOP and related documents receive approval and were in practice within four months of the kickoff.
- Effective collaboration with client ensured deep understanding of their needs, clinical trials
- Conduct, and type of data collected to reflect the same in SOPs.
- Execution of anonymization on three studies made the process robust with lessons learned for future iterations.
- Over 50 users received instructor-led training on the process.



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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