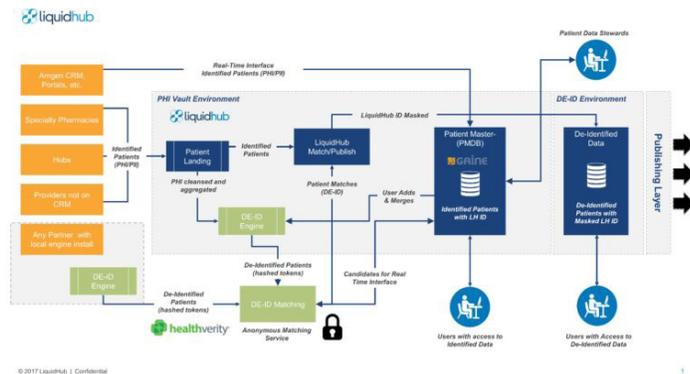




Commercial Patient Master

LiquidHub's Commercial Patient Master service was selected as one of the most innovative services provided in 2017.

In 2017, LiquidHub developed the Commercial Patient Master, a comprehensive solution that helps to consolidate and integrate all of the information gathered throughout the patient journey. It intakes data from all relevant touchpoints, validates that data, and then uses technology to identify when the same patient exists in one of the disparate systems used by functional teams. The ability to identify these patients creates a true “single view of the patient,” and allows the team to connect all of the interactions the manufacturer has had with those patients. To ensure compliance with HIPAA, the solution utilizes industry-recognized tokenization and de-identification technology.



Furthermore, when developing the Commercial Patient Master, the LiquidHub team knew that ensuring that the information was secure and in line with HIPAA would be challenging—but it was crucial. Patient health records hold extremely sensitive data, so the way the information was stored was an important consideration. LiquidHub worked closely with legal and privacy experts to develop the right controls and appropriate rules around what could and could not be stored together.

This service has the ability to improve manufacturers’ understanding of their patients, and as a result, take important steps to enhance patients’ experiences. The Commercial Patient Master ensures that each touchpoint is understood and linked to provide a comprehensive overview of that patient’s journey. The utilization of the de-identification engine allows all data to be used for analytics in a compliant manner.

When it comes to the effectiveness of the service, LiquidHub clients have seen the Commercial Patient Master drive internal efficiencies and significantly improve the way patient information is managed across their organizations.



Thomas Hannigan is a Partner of LiquidHub's Life Sciences practice focused on delivering business solutions for our life sciences clients. Tom is a respected IT and business professional with over 18 years of consulting and industry experience.