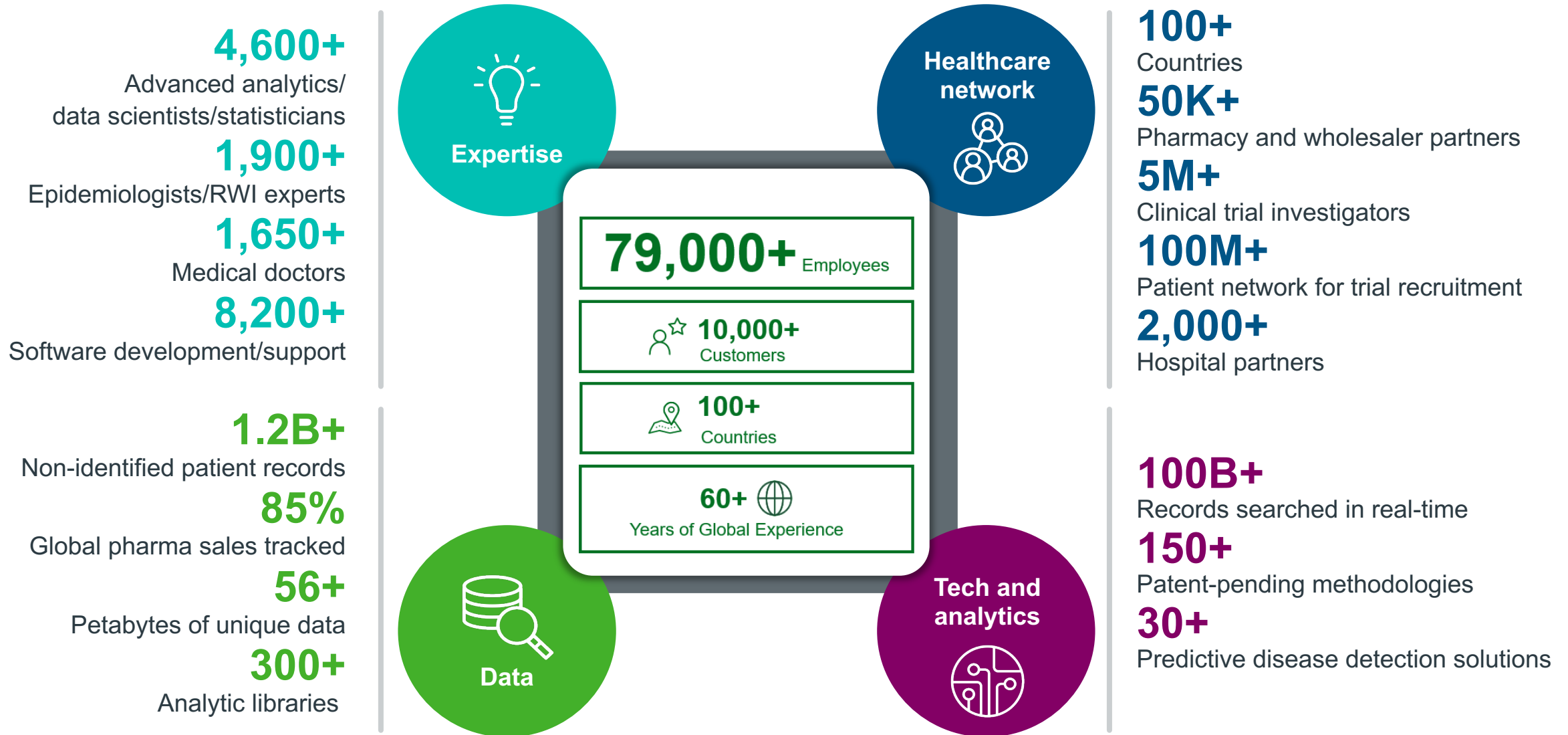


Data Privacy: A Model for the Future

NCOIL Should Support Model Legislation that Protects Patients and the Research Ecosystem

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Brief Introduction: IQVIA by the Numbers



IQVIA CORE™

Dynamic integration

A unique combination of connected capabilities that enables you to adapt to evolving needs and drive healthcare forward.

Deep insights

Get actionable insights from vast amounts of data. Find answers to difficult questions, and make decisions with confidence.



Accelerated innovations

Generate solutions and innovations faster. Develop and implement the breakthroughs that matter most to patients.

Powerful capabilities

Find new and better ways to deliver solutions. From efficiency to leading edge, be at the forefront of problem solving for human health.

Unleash the power of the IQVIA CORE



Domain expertise



Unparalleled data



Transformative technology



Advanced analytics

>10 Countries

Epi Simulation Models to Predict Future COVID19 active cases

NFL & NBA Integrated Monitoring System
COVID-19 monitoring & contact tracing

>360

Global COVID-19 Clinical Programs in flight

23

COVID-19 Vaccine Trials

>30K participants

COVID Active Research Experience
(CARE) Project at helpstopcovid19.com

Back to Work
COVID-19 Contact Tracking and Tracing

Prediction Modeling of Index Cases
State/County

Thought Leadership/Monitoring the Impact of COVID-19 on the Pharmaceutical Market

>5K COVID-19 Trial Matching Tool & NYBC Convalescent Plasma Donation Matching

Forecasting models to assess COVID-19 impact on volume of patient visits to doctor's offices

IQVIA's Prescription Data Saved Lives After Hurricane Maria

ASPR & CDC showed the impact of the hurricane on Puerto Rico's drug supply using IQVIA data



IQVIA pulled these data within 45 minutes!

- **Situation:** On September 20th, 2017, Hurricane Maria hit Puerto Rico as a powerful Category 4 hurricane

IQVIA was contacted on September 25, 2017, by ASPR and CDC for information regarding prescription medication usage on Puerto Rico to assist in planning the relief efforts
- **IQVIA's Solution:** IQVIA provided a data extract of sales and retail pharmacy dispensing for June, July, and August 2017 in order to show the top 200 prescription drugs with the highest utilization and most impacted by the disruption after the hurricane

How Did We Get Here?

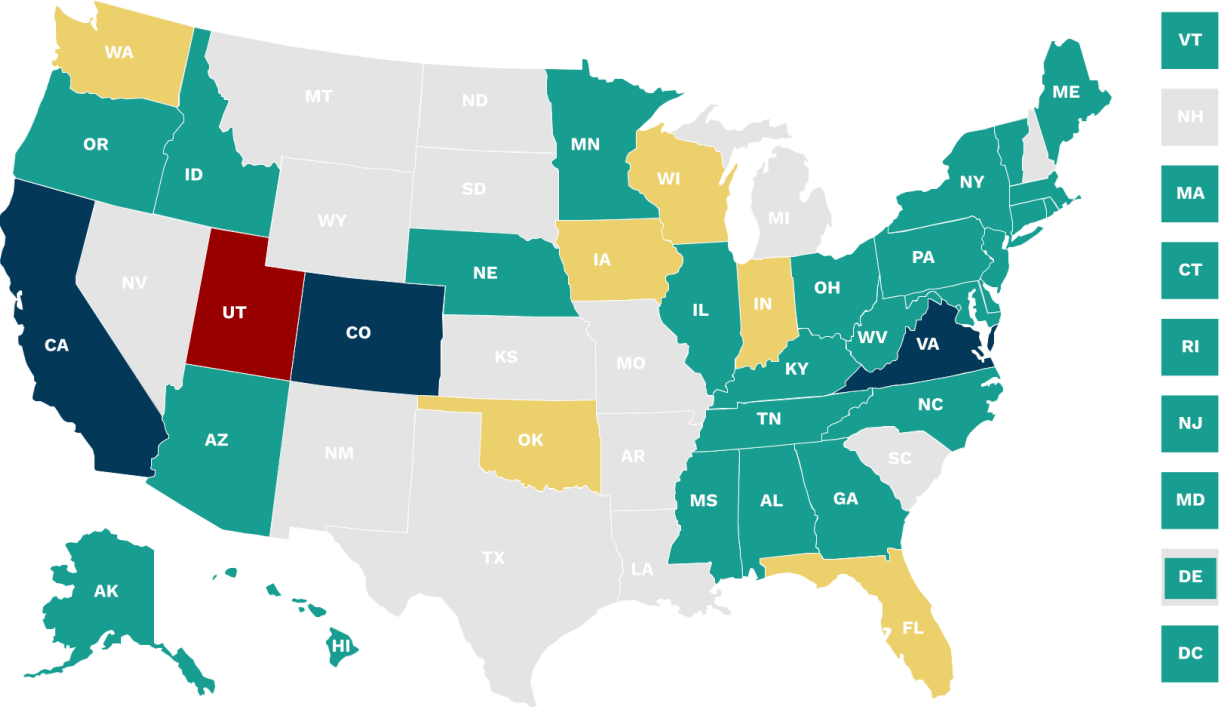
Rise of State Data Privacy Bills

State Privacy Legislation in 2023

Privacy Bills Continue to Dominate in New Session

Which states are considering privacy bills in their 2022 legislative sessions?

- Legislation introduced
- Legislation passed one chamber
- Legislation enacted
- Already have privacy law



As the 2023 Session Begins, the following states are considering comprehensive privacy bills (other states are considering some version of a modified bill):

- ✓ Massachusetts
- ✓ Michigan
- ✓ Florida
- ✓ Oklahoma
- ✓ Iowa

Note that other states have privacy laws in place from prior sessions. This map is specifically referencing the most recent round of passed legislation.

Protecting Data and Protecting Patients

Model for Workable Legislation

Virginia Consumer Data Protection Act (VCDPA)

- ✓ On March 2, 2021, Virginia Gov. Ralph Northam (D) signed the Virginia Consumer Data Protection Act (VCDPA) into law, making Virginia the second state after California to officially enact comprehensive consumer privacy legislation.
- ✓ The VCDPA went into effect Jan. 1, 2023.
- ✓ The VCDPA clearly defines whose personal data is covered, describing consumers as Virginia residents “acting only in an individual or household context.”
- ✓ It further clarifies that consumers are not those acting in a “commercial or employment context.” Unlike California, where the B2B and employee exclusions have been the subject of several statutory amendments, Virginia has chosen not to leave those potential compliance hurdles up in the air.
- ✓ Additionally, businesses must satisfy one of the aforementioned thresholds to fall within the statute’s scope, and unlike California, the VCDPA makes no mention of a threshold based solely on annual gross revenue. Entities are not left to question whether the processing of data from a dozen or so consumers will subject them to the law.
- ✓ Virginia’s law has no significant recordkeeping requirements, aside from documenting data protection assessments. If a business already has in place a GDPR- or CCPA-compliant process for receiving and responding to data subject or consumer access requests, that process should be sufficient to handle requests from Virginia residents.

What Does VCDPA Protect?

The VCDPA also provides consumers with certain rights related to their personal data. Under the Act, these rights include:

- ✓ The right to know, access and confirm personal data.
- ✓ The right to delete personal data.
- ✓ The right to correct inaccuracies in personal data.
- ✓ The right to data portability (i.e., easy, portable access to all pieces of personal data held by a company).
- ✓ The right to opt out of the processing of personal data for targeted advertising purposes.
- ✓ The right to opt out of the sale of personal data.
- ✓ The right to opt out of profiling based upon personal data.
- ✓ The right to not be discriminated against for exercising any of the foregoing rights.

Consumers have an extensive set of privacy rights that are not found in other states (other than California).

Why is Virginia's Law Good for Data?

- ✓ The Virginia law has carve-outs for protected health information under the Health Insurance Portability and Accountability Act (HIPAA).
- ✓ Those falling outside the scope of the law also include state agencies, nonprofit organizations, colleges and universities (think academic research).
- ✓ It is helpful for small health care businesses by including a '30-day cure period', which allows companies that receive letters alleging noncompliance to communicate with the attorney general's office and remedy any potential violations before fines are imposed.
- ✓ Identifiable private information for the protection of human subjects under 45 C.F.R. Part 46 (or that is otherwise information collected as part of clinical research pursuant to the good clinical practice guidelines) is carved out.
- ✓ Information that is de-identified in accordance with the requirements for de-identification pursuant to HIPAA is also given an exception for the purposes of research.

Questions?

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