

## Case Study

# Leveraging Multisource Health Data to Personalize Health Plans

### The Vision

NTT DATA is seeking to collaborate with its customers to provide their end users with more personalized health plans, including optimized insurance plans and customized wellness and fitness suggestions. To do this, their customers may wish to enrich their end users' profiles with health exam data pulled from a local clinic, medical history from the local hospital, information about their physical activity from the employee gymnasium, as well as other data sets that can be defined to assist with establishing a health plan.

### The Challenge

Health data is sensitive and strictly regulated in most jurisdictions, preventing healthcare providers from sharing it with third parties without appropriate privacy protection.

### The Solution

Using the Duality Analytics and ML application, NTT DATA scientists performed a join function on encrypted data from multiple institutions. This means that all data remained within the owners' firewalls during the analysis and only the insights were shared. Since this was an experimental project, they used pseudo-data as a first step to prove this concept.

### The Result

Based on the insights, NTT DATA now is able to suggest their customers insights with which to provide end users with more optimized plans.

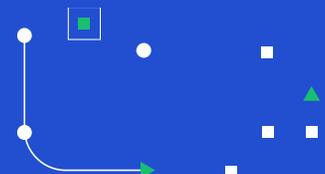
#### Offering Enables:

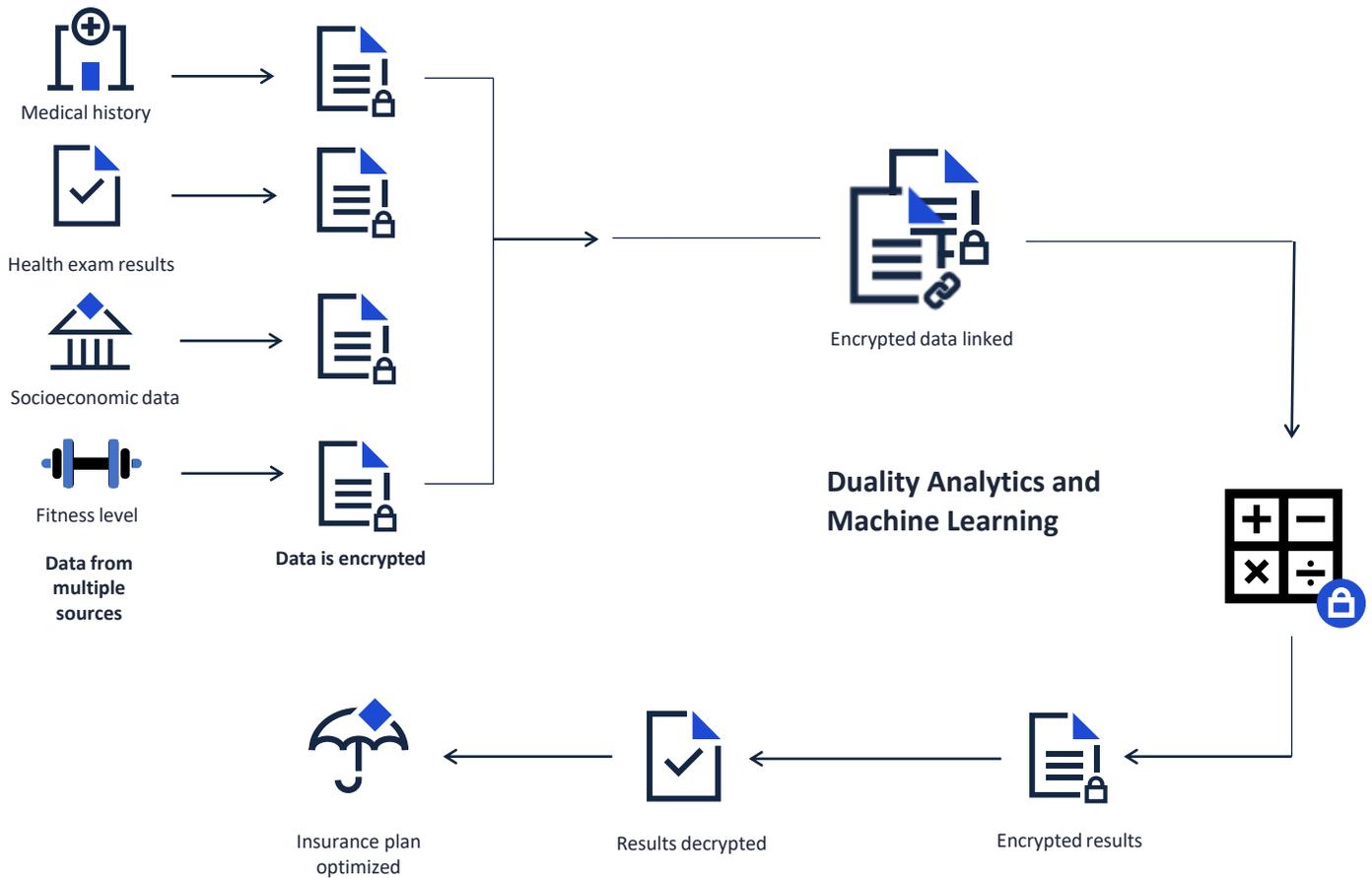
- Users at greater risk for hospitalization - subsidized health and wellness plans to lower their risk
- Users with lower risk - cheaper, optimized healthcare plans meeting their predicted needs without costly 'extras'
- Plans optimized for different income levels

### Testimonial

"Duality has enabled us to fully leverage the data in our extended client and partner networks. We are now able to open new lines of business in a variety of industries - all for the greater good of our customers, and all without infringing on their privacy or their rights."

Hiroyuki Yamanaka, Manager of the Data Secure Team, NTT DATA





## Data Protection & Privacy Compliance

While the analysis is based on sensitive personal data (individuals' health information), all data remains encrypted during analysis and NTT DATA is never exposed to the raw data points, ensuring individual privacy is fully protected.

## Partners & Recognition



## About Duality

Duality is the leader in secure data collaboration, empowering organizations worldwide to maximize the value of their data without compromising on privacy or regulatory compliance. Founded and led by world-renowned cryptographers and data scientists, Duality operationalizes privacy enhancing technologies (PETs) to accelerate data insights by enabling analysis and AI on encrypted data, while preserving data privacy, compliance and protecting valuable IP. A Gartner Cool Vendor, Duality was recently named a Tech Pioneer 2021 by the World Economic Forum (WEF) and listed on Fast Company's 2020 Most Innovative Companies.



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