Greenlight
Health Data Solutions

DIGITAL HEALTH DATA FOR CLINICAL TRIALS AND RESEARCH

Secure, efficient digital workflow with EHR data shared by patients

A 2022 National Institute for Health (NIH) study found 92% of American social media participants would be willing to share their electronic health record (EHR) data with researchers. However, the biggest hurdle to patients and researchers alike, has always been “HOW” to facilitate connecting to this robust data set. Quite frankly, it has been nearly impossible to realize the benefits of EHR data sharing because this data has been locked away by EHR vendors and healthcare providers.

With the passage and implementation of the Cures Act (December 2016) and the Information Blocking Rule (October 2022), EHR vendors and providers must allow patients to access their EHR data whenever desired, including the right to use this information for clinical research purposes. The direct-to-patient research model is gaining traction as the research community embraces HOW the regulatory framework liberates a patient’s right of access to EHR data and shifts to the innovative possibilities of working with EHR data within regulatory and institutional guidelines.

Use Cases

- Accelerate recruitment for clinical trials through early inclusion of EHRs screening in optimal participants
- Build registries and actively maintain EHR connections for incremental data updates
- Create data assets and generate evidence with real-world data
- Support patient advocacy groups and their research initiatives
- Conduct natural history and observational studies
- Establish data liquidity with study sites and decentralized provider networks

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How Greenlight integrates into the workflow:

Through outreach campaigns, social media or a direct referral, the patient is invited to qualify for a research study that requires the use of their EHR data. While engaged with the sponsoring entity's website or mobile app, required demographic information is collected, including the location of where the patient's records are held. The sponsoring entity passes this information to Greenlight using the API. The following steps allow study participants to access and share their EHR data in minutes:

1. **ORDER**
   When the potential participant reaches the point in the qualification process where their medical records are required, the sponsoring entity passes the required patient data elements to Greenlight as an "order" using the Greenlight API. The "order" is essentially the request from the sponsoring entity to trigger the patient into the EHR data-sharing workflow.
2. **MATCH**
   Greenlight determines where the patient's records are located by leveraging our proprietary knowledgebase of healthcare provider locations along with their specific EHR and patient portal systems.
3. **AUTHORIZE**
   The patient authorizes Greenlight (via consent and acceptance of terms of service) to access and securely share their required medical record data with the sponsoring entity or clinical investigator. The patient then provides their EHR/portal credentials to complete the process.
4. **RETRIEVE**
   Greenlight digitally retrieves the patient's medical record(s).
5. **DELIVER**
   Greenlight informs the sponsoring entity that the records are available to digitally and securely access. From start to finish, the process is completed within minutes. If ongoing updated clinical data is required for the study, Greenlight maintains active EHR connections, and the data is available to the sponsoring entity or investigator whenever the refresh is requested, 24/7/365.

The benefits of digital record retrieval with Greenlight

- Supports a full self-service model that potential participants can complete on their own, including full integration of the EHR data sharing service occurring within the sponsoring entity's website or mobile app
- Reduces staff support time/cost required per qualified participant and accelerates enrollment of qualified participants
- Enhances study capabilities to augment prospective or retrospective research studies
- Provides real-world data to generate evidence in health economic and outcome studies
- Delivers a highly codified data feed for AI/NLP initiatives
- Connects an ongoing clinical data feed for OMOP and other common data models

EHI? PHI? FHIR? CCD?

A closer look at Greenlight's innovation

Greenlight serves as an agent of the patient, operating with full transparency and consent, to securely share EHR data with our insurance partners. Using patient portals and direct EHR connections via FHIR (Fast Healthcare Interoperability Resources), Greenlight assists the patient to fulfill a HIPAA Right of Access Request for electronic health information (EHI) which is defined under the new Information Blocking Rule as electronic protected health information (PHI).

The EHI acquired by Greenlight is called a Continuity of Care Document (CCD). The CCD is a medical record summary of a patient's treatment history with a provider or medical facility. There are two types of CCDs: Full Medical Record Summary CCDs, and Encounter CCDs which are summaries of a single medical event such as an office visit or a procedure with a provider or facility. Greenlight is able to acquire both types of CCD.

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Navigating the traditional, antiquated medical record retrieval process can be difficult, intimidating, and confusing for claimants. Processing paper-based records is inefficient, error-prone and time consuming for both healthcare providers and insurers. Greenlight makes sharing medical records much simpler and quicker for all stakeholders.

www.greenlighthealth.com

Contact us at **gogreenlight@greenlighthealth.com**