

HEALTH DATA SOLUTIONS TO POWER THE FULL LIFE CYCLE OF DRUG DEVELOPMENT

Patient-Mediated Data Sharing and Collection Solutions to Accelerate Life Science Digital Health Data Strategies

Why Greenlight?

At Greenlight Health Data Solutions, we are accelerating the future of the Life Sciences industry, and helping to power the AI revolution. Our flexible, patient-mediated data solutions streamline the collection, management, and sharing of real-time health data to deliver patient data where it needs to be, when it needs to be there, including electronic health records (EHRs), wearables, eCOA and Patient-Reported Outcome Measures (PROMs). Effective data strategies are essential for success in the life sciences industry and with deep industry expertise, we help you harness the power of data to unlock insights, streamline processes, and achieve transformative results.

With technology that speeds data sharing and engages patients, Greenlight empowers Life Sciences companies, patients, and study trial participants to work together to advance drug development and improve patient outcomes, with solutions to serve both R&D and Commercial data collection initiatives.

Accelerate Recruitment and Streamline Trials

By integrating patient-mediated health data sharing with advanced engagement tools, we expedite participant identification, improve enrollment speeds and reduce clinical trial timelines.

Collect Wide Range of RWE and Health Data

Combining patient-mediated EHR data with additional real-time health data, such as biometrics, surveys, ECOA and PROMs, provides a more comprehensive dataset for developing more accurate, evidence-based insights into treatments and outcomes.

Power the AI Revolution

Greenlight's structured and highly codified health data is ideal for use with AI and developing large data sets, enabling deeper insights, predictive modeling, and accelerating innovation.

Improve Patient Engagement

Greenlight meets patients where they are, providing a secure, intuitive user interface and an outstanding experience to improve participant and patient retention.

Flexible Data Integration

We integrate diverse health data into use case-specific workflows via APIs and web-based platforms. This enables real-time access, streamlined data management, and enhanced evidence generation for registries, decentralized networks, and health outcomes studies.



The New Era of Patient-Mediated Data Sharing

Accelerate research and optimize the drug lifecycle with data-driven, transparent, and consent-focused solutions

Greenlight is transforming how life sciences organizations access and leverage patient health data throughout the drug life cycle—from research and clinical trials to post market launch and surveillance. Historically, patient data has been locked away by vendors and healthcare providers, limiting its potential for research and innovation.

A recent empirical analysis in [Nature](#) revealed that the complexity of Phase II and Phase III clinical studies has increased by over 15%, with Phase I trials rising by 40% across all major therapeutic areas in the last decade. This growing complexity underscores the urgent need for more efficient, automated processes to manage the rising volume and diversity of data required for modern trials.

Legislative advancements such as the [Cures Act \(2016\)](#) and the [Information Blocking Rule \(2022\)](#) have revolutionized patient-centered research models by granting individuals full control over their EHR data. Greenlight leverages these regulatory changes to provide seamless, transparent, and secure digital access to health records, empowering patients to share their data with clinical researchers effortlessly and with full consent.

Use Cases



Clinical Trial and Recruitment – Accelerate recruitment, enhance participant engagement, and optimize trial execution with real-time, structured patient data.



Data-Driven Registries – Build and maintain real-time EHR-based registries, creating a continuous data feed for improved data accuracy and relevance.



Real-World Evidence (RWE) Generation – Leverage patient-consented data from EHRs and real-time biometrics to generate valuable insights and accelerate data strategies.



Patient Advocacy, Natural History & Observational Studies – Enable long-term patient engagement and disease monitoring to support patient-centered research initiatives and gather longitudinal data.

Why Choose Greenlight for your Clinical Research?

✓ Simple Patient-Mediated Model

Participants can be prompted to easily share their health data within a sponsoring entity's recruiting workflow, website or app, minimizing the need for human intervention.

✓ AI-Ready & Interoperable Data

Codified, high-quality data to fuel AI-powered insights.

✓ Timely Data For Every Stage

Our solution provides data that supports the full life cycle of drug development, supporting R&D, research and clinical trials with solutions to support post drug launch data collection initiatives.

✓ Improved Participant Retention

Greenlight meets participants where they are to optimize their experience, reduce burden and improve collection rates.

✓ Comprehensive Data Feeds

Connects secure clinical data access to EHRs, biometrics, eCOAs and PROMs for robust real-world insights.

✓ HIPAA Compliant & Patient-Centered

We operate with full transparency and consent, ensuring HIPAA-compliant data sharing that respects the patient's rights and privacy.



Greenlight is revolutionizing clinical research by enabling seamless, real-time access to patient-mediated data. With flexible API integrations and use-case specific workflows, we streamline trial processes, accelerate research timelines, and improve clinical outcomes—all while driving better patient engagement. Our innovative solutions empower researchers to unlock the full potential of real-world evidence and drive breakthrough discoveries.