

# HEALOGIX Headlines™

A biannual company newsletter about our industry & team | Q3, 2018

## GDPR: The New Reality

By Crystal Morson

Advances in digital technologies have made data protection and privacy more important than ever, and the laws that govern data processing are evolving rapidly to keep pace. One recently adopted law, the General Data Protection Regulation or GDPR, has produced a sweeping standardization of data protection laws across Europe. Designed to establish and safeguard the fundamental rights and freedoms of citizens, GDPR aims to give control back to the individual regarding the collection and use of their personal data.

While GDPR became enforceable in May 2018, it was formally adopted in 2016 providing a two-year grace period to integrate GDPR rules into business practices. However, many organizations remain unprepared and struggle to keep up with the fluid regulatory landscape, as massive penalties loom for non-compliance. The extraterritorial scope of GDPR casts a wide jurisdictional net, understandably sparking apprehension among US-based companies regarding the consequences of a data breach.

### IMPLEMENTING GDPR: WITH CHANGE COMES UNCERTAINTY

Unlike the US, which has sector-specific data protection laws, GDPR is all-encompassing. As a result, companies face challenges with implementation and compliance. GDPR's rather vague requirements have opened the door for misinterpretation and uncertainty, which

in turn creates the potential for putting businesses at a competitive disadvantage. The most relevant example affecting healthcare market research is GDPR's transparency requirement to disclose research sponsors to respondents and its direct conflict with double blinded market research. Many have asked, *Can double-blinded research coexist with GDPR?*

Companies within our industry are finding themselves at a crossroads, awaiting additional guidance from regulators and industry advocacy groups, because the current regulation lacks clear guidelines for healthcare market research.

Exposing the identity of the sponsoring company will, in many cases, create bias, skew research results, and undoubtedly put studies at risk. *How can we adhere to a regulation that puts the validity of our research in jeopardy?*

The British Healthcare Business Intelligence Association (BHBIA) recently surveyed pharmaceutical companies and market research agencies to assess the impact of the requirement to name the "data controller" (i.e., research sponsor) to market research participants, and the results were alarming. Around half of the pharmaceutical companies surveyed indicated that they are issuing fewer RFPs, commissioning fewer projects, and often bypassing European research as a direct result of GDPR.

Industry bodies, including the BHBIA, EphMRA, and ESOMAR, are liaising with European regulators to highlight the difficulties presented by GDPR's ambiguity

and apparent constraint on double-blinded research and communicating the negative impact on our industry. Meanwhile, researchers struggle to balance legal obligation with standard research practice.

### EMBRACING GDPR: WITH CHANGE COMES OPPORTUNITY



Although GDPR has limitations, it also introduces best practices that, once

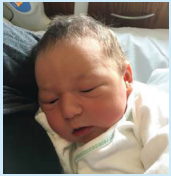
adopted, will enable companies to better themselves. Whether you are starting from scratch or need a policy refresher, the road to GDPR compliance is an opportunity to evaluate internal privacy policies, educate employees, and foster a company culture that proactively addresses data security.

The GDPR Principles, along with the Privacy by Design principles,<sup>1</sup> play an instrumental role in getting employees to think about data security proactively, rather than reactively. Similarly, Data Privacy Impact Assessments (DPIAs) are excellent tools for auditing internal processes to determine how they affect or compromise the privacy of the data you process.

Despite the shortcomings of GDPR, ignoring the regulation is simply not an option. Businesses that handle personal data of European citizens and residents must learn to adapt as GDPR evolves. •

<sup>1</sup> See "7 Key Principles of Privacy by Design," GDPR Informer: <https://gdprinformer.com/gdpr-articles/7-key-principles-privacy-design>

# HEALOGIX Happenings



## BIRTH ANNOUNCEMENT

Amy Baily and her family **welcomed their third daughter, Harper, into the world** at 3:52am

Sunday morning, August 19, weighing 7lbs 13oz, 21 inches long. Big sisters Dani and Mia are enjoying their little sis.



## APPOINTMENTS

**Crystal Morson**, Senior Director of Fieldwork Operations, is also now Healogix's Data Protection Officer.

As the Data Protection Officer, Crystal's primary focus is to ensure that Healogix's business operations are compliant with the General Data Protection Regulation (GDPR). She developed internal policies and procedures to safeguard the personal data that we process, provides practical advice to our team about the implementation of GDPR and monitors compliance with the regulation to mitigate risk for Healogix and our clients.



## WORK ANNIVERSARIES

**Congratulations to Michelle Milewski, Crystal Morson, Stacey Cowgill, Charlene Melcher, and Lisa Giannoumis** for celebrating their 5-year work anniversaries at Healogix.



## CONFERENCES

**Intellus Worldwide**

**October 1-2, 2018, Boston, MA**

Attendees: Michelle Milewski, Charlene Melcher, Tim Edbrooke

**Congratulations and safe travels to our esteemed colleagues!**

# Did You Know?

## FUN PHARMACY FACTS AND A LIGHT HISTORY

### LISTERINE



Listerine is an antiseptic mouthwash product named after Joseph Lister, a pioneer of antiseptic surgery, and developed in 1879 by Joseph Lawrence, a chemist and physician from St. Louis, Missouri.

Lister's work inspired Lawrence to develop an alcohol-based formula for a surgical antiseptic. Along with being a surgical antiseptic, Listerine was later sold in a distilled form as both a floor cleaner and a cure for gonorrhea. It wasn't a runaway success until the 1920s, when it was pitched as a solution for "chronic halitosis," a then obscure medical term for bad breath.

### 7UP



In 1929, Charles Leiper Grigg came up with the formula for a lemon-lime soft drink he called "Bib-Label Lithiated Lemon-Lime Sodas." This drink contained the compound lithium citrate, a mood-stabilizing drug used for many decades for psychiatric treatment of manic states and bipolar disorder and as a supposed cure for hangovers at the time.

In a column published in The New York Times, Cornell University professor Anna Fels wrote, "Lithium drinks were in huge demand for their reputed health-giving properties, so much so that the element was added to commercial drinks. 7Up was originally called Bib-Label Lithiated Lemon-Lime Soda and contained lithium citrate right up until 1950. In fact, it's been suggested that the 7 in 7Up refers to the atomic mass of the lithium."

Grigg shortened the name to "7Up Lithiated Lemon Soda" and eventually just called it 7Up, and by the 1940s, 7Up was the third best-selling soft drink in the world. •

## Healogix Highlights



Visit our new **Career and Life page** on LinkedIn to learn more about Healogix:

[www.linkedin.com/company/healogix-2/](http://www.linkedin.com/company/healogix-2/)