Optum

Setting your organization up for success

Sample questions to help you optimize the ROI of your real-world data

For your organization

☐ Do we have a standardized criteria for evaluating data partners, use cases and associated data requirements?

☐ Do we ensure our talent is deployed, focused and supported on all mission-critical objectives?

☐ Are we adequately matching project planning to data resourcing to ensure mission-critical projects can proceed?

☐ Are we ensuring shared learning and critical institutional knowledge is retained, accessible and distributed?

☐ Have we implemented policies to determine how our organization will utilize data linking and prevent re-identification and protect the de-identified data asset?

☐ Are we identifying organizational silos that limit real-world data value realization and creating plans to eliminate them?

For potential data partners

☐ Is on-demand support available to address research-related questions as they arise?

☐ Will you support ongoing research efforts with regular partnership-style meetings to provide data recommendations?

☐ Do you provide easy-to-read resources to expedite learning, such as FAQs, data explainers, etc.?

☐ Do you have documentation detailing the soup to nuts of your data production, including quality assurance and quality control?

☐ Do you have mechanisms to evaluate compliance with privacy laws, security laws and other requirements, and facilitate compliant data linking?

☐ Can you facilitate more hands-on analytical support for heavier lift-style research efforts?

Let us help you connect the dots

From data to insight to action, we catalyze innovation and commercial impact. Have questions about Optum real-world data? Contact our experts.

Lou Brooks
Senior Vice President
Real-world data and analytics
louis.brooks@optum.com

Eric Fontana
Vice President Client Solutions
Real-world data and analytics
fontanae@optum.com

Connect with us at:
optum.com/lifesciences