OPTUM®

eConsent

Optum Genomics

Precision health requires access to vast quantities of data at the individual level to drive better insights and targeted interventions. Access to robust, longitudinal data assets carries significant untapped value for both health and life sciences. However, the ability to unlock this value is predicated on the ability to demonstrate that personal data is managed safely, securely and in line with patients' expectations. Data controllers need to demonstrate that they are capable of holding and management sensitive data appropriately. Patients want to know how their data has been used, and control how it is used in the future.

Why is consent important?

Recent advancements in data-driven healthcare innovation, particularly across genomics and precision health, require us to think differently about patient consent and consider both the complexity of the data, as well as the multitude of research and clinical operations use cases to which insights could be applied. The application of genomics research in a clinical setting introduces new privacy, data protection, and security challenges relating to how an individual's genomic data is accessed, stored, and managed over time. Obtaining consent to use genomics data requires the ability to capture and track patient preferences regarding who can see their data, over what time frame, and in what context over a prolonged period of time.

Optum UK has developed a purpose-built consent platform, designed to accommodate a wide range of clinical and research settings, including genomics and precision health.

eConsent delivers an end-to-end consent process, leveraging the following capabilities:

Consistency
Utilises standardised consent forms and sign-off processes across services

Assurance
Adheres to Optum privacy and governance standards, facilitating quickimplementation and sign-off

Cost-effective
Reduces use of external legal fees

eConsent gives patients control over how their data is stored and used over time.

In an increasingly digital world, individuals want control over their own data, and assurance that their personal information will be used appropriately, with no unintended consequences. eConsent provides an easy-to-use patient application to capture, store and apply changes to consent preference over time. It allows patients to control who has access to their genetic information, and change their consent preferences at any time.

eConsent accommodates a range of research and clinical use cases.

Developed in partnership with Genomics England Limited, eConsent is designed to support both researchers and clinical operations team obtain and manage patient consent. Its broad foundation provides a safe, scalable and secure front door in a range of clinical settings and can accommodate future precision health requirements.

eConsent makes it easy for data controllers and processors to comply with patients' privacy and wishes.

eConsent has been designed in partnership with our genomics and data management experts, offering the controls found in research trial management software in an operational environment. It makes it easy for data controllers and processors to comply with patients' privacy requests and comply with GDPR requirements. Through fine grained authorisation and audit processes, eConsent also allows patients to track how their information is used, building confidence that their data is protected and managed in line with personal expectations, as well as regulatory/governance guidelines.

How it works

eConsent delivers an end-to-end consent process, leveraging the following capabilities:

Creation of consent forms and library

Using pre-approved language built by Optum privacy, with semi-automated, pre-deployment workflow approvals

Patient and clinician facing portal

Allowing the capture and editing of consent choices based on either a specific test, or aspects of data sharing

Data management services

Using User Managed Access to filter data presented to users/ organisations based on individual consent preference

Together, these capabilities help clients mitigate legal risk, improve data sharing and reduce the time and costs of bringing new patient facing solutions to market – allowing providers to use privacy as a key differentiator for their services.

Want to learn more?

Contact us on **E**: info@optum.co.uk | **T:** 020 7121 0560 | optum.co.uk | Follow us