



Case Study: PurpleLab® and Integral | Continuously Optimizing Compliance and Data Quality in Healthcare Analytics

The Challenge: Matching the pace of compliance with the pace of data improvements and adding data partners

PurpleLab®, a leading provider of healthcare analytics through its HealthNexus™ platform, faced the challenge of ensuring continuous compliance across its vast and constantly evolving data ecosystem. With the relentless pace of data ingestion and the complexity of their analytics processes, PurpleLab® needed a solution that could give them the flexibility to add new data sources and maintain compliance so they could deliver innovative insights quickly for their customers.

Expert Guidance and Collaboration

Integral's established expertise in regulatory compliance and proven continuous monitoring solutions made them the ideal partner for PurpleLab®. Leveraging Integral's existing integration capabilities, PurpleLab® gained immediate access to enhanced clarity in compliance and data management throughout the entire lifecycle.

Shubh Sinha, CEO of Integral, describes their approach:

"Our partnership with PurpleLab® showcases how Integral's Continuous Monitoring solution can transform data compliance from a point-in-time effort to an ongoing, real-time process. This is essential for companies like PurpleLab® who are looking to be innovative and experimental in their pursuit to deliver better data and insights to the market. "

Key Actions in the Workflow:

1. Integral's Privacy Engine conducted an initial evaluation of PL's data warehouse for embedded privacy and regulatory compliance concerns, identifying potential issues while maximizing data utility.
2. Implementation of Integral's Continuous Monitoring for PurpleLab®'s Data Ecosystem



3. By using Continuous Monitoring, PurpleLab® is strategically benefiting from the confidence and transparency of ongoing compliance monitoring.

Proven Solutions for Ongoing Compliance and Efficiency

Integral's Continuous Monitoring service is designed to provide constant vigilance in complex, high-volume data environments. For PurpleLab®, this meant:

- Ongoing assessments of their data ecosystem for potential embedded privacy risk
- Automated alerts and recommendations to address privacy risks promptly
- Adaptive monitoring that evolves with PurpleLab®'s changing data landscape and regulatory requirements
- Regular compliance reports and insights to support audits and demonstrate due diligence

The Outcomes of Strategic Partnership

By implementing Integral's Continuous Monitoring solution, PurpleLab® achieved several significant benefits:

1. **Proactive Compliance:** PurpleLab® can now identify and address potential compliance issues before they become problems, minimizing risk.
2. **Enhanced Data Utilization:** With the assurance of ongoing compliance, PurpleLab® can more confidently leverage its data for innovative analytics and services.
3. **Operational Efficiency:** Automated monitoring reduces the need for frequent manual audits, allowing PurpleLab® to focus resources on strategically beneficial business activities.
4. **Improved Client Trust:** PurpleLab®'s customers benefit from the added assurance that their data is being continuously monitored for compliance, enhancing trust and opening new business opportunities.

Mike Hoey, Chief Technology Officer at PurpleLab®, highlights the impact of this solution:

"Integral's Continuous Monitoring service has been transformative for PurpleLab®. It's given us the confidence to rapidly innovate and expand our offerings, knowing that our compliance is being vigilantly maintained in allowing us to focus on speed to insight for our customers. This ongoing assurance has not only streamlined our operations but has become a key differentiator in our market, reinforcing our commitment to data privacy and compliance."

Conclusion



The partnership between PurpleLab® and Integral demonstrates the power of continuous compliance monitoring in the fast-paced world of healthcare analytics. By leveraging Integral's expertise and technology, PurpleLab® has not only enabled ongoing compliance but has turned it into a competitive advantage. This case study highlights how thoughtful data compliance partnerships can drive progress. It shows how companies like PurpleLab® can effectively use their data while upholding privacy standards and following regulations. The result? A balance of innovation and responsible data management.

About PurpleLab®

PurpleLab® is a healthtech company with a mission to make healthcare speak a single unified language to drive better outcomes. HealthNexus™, their no-code healthcare analytics platform, empowers life sciences, payers, providers, and other stakeholders with real-world evidence to solve conventional and emerging challenges faster and more cost-effectively.

About Integral

Integral enables companies to safely leverage regulated data at unprecedented speeds by automating the data de-identification and compliance certification process, allowing our customers to stay agile and iteratively drive outcomes. www.useintegral.com