



QuintilesIMS™

Incentivising the Sharing of Stakeholder Health Data

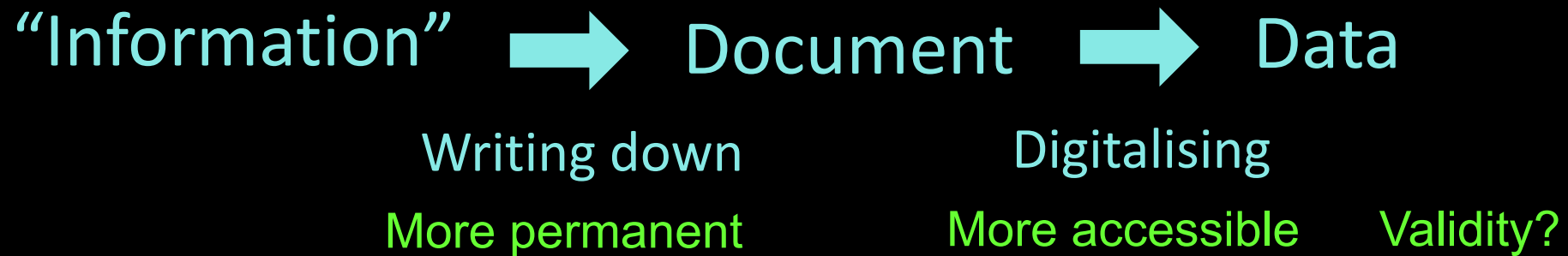
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Data, Sharing & Ownership?



Ownership:-

- Ability to exploit (eg reproduce it, sell it, etc)
- Ability to control the flow
- Responsibility to avoid harm

Digitising information increases the scope of ownership – may be many owners with a mixture of rights and responsibilities - simultaneously

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Rights and responsibilities may conflict depending on who is the stakeholder

- Individual
- Organisation
- Society

Examples: abortion & research, doctor with inaccurate data

Data Flow - Why Share?



Data donor



Data collector



Data aggregator



Data user

Altruism

Money

Career, validation

Information, feedback, benchmarking, scientific knowledge