How HL7 FHIR Transforms the Business of Healthcare

Wayne Kubick
Chief Technology Officer, HL7 International
wkubick@hl7.com
@WayneKubick
Source: PhRMA
>10 years; ~$2.6B
~10% Chance
Pharmaceutical Pricing Under Fire

$86M spent by pharma to defeat Prop 61 in California
Changing Perceptions

• Historically, Pharma has viewed healthcare as a market and customer
• Recently Pharma is being viewed as a key part of the healthcare ecosystem – with increasing focus on patient centricity
• Past silo mentality has resisted using healthcare data or sharing research data
  • Data quality insufficient for research
  • Key data buried in unstructured notes
What FHIR Means to Biopharma

• Make healthcare data more consistent and more available for clinical research, safety, epidemiology, health economics, outcomes research …

• Opportunities to improve efficiency of clinical trials, shorten timelines, reduce costs

• Open new pathways to improve interactions with clinicians, payers and patients
FHIR Uses in Biopharma: Study Management

- Evaluate feasibility of protocol eligibility
- Identify sites & subjects for clinical trials
- A better way to manage e-consent
- Offer a window into protocol execution to identify critical deviations in process
FHIR Uses in Biopharma: Study Conduct

• Pull EHR source data to pre-populate EDC CRFs
• Apply study database changes to EHR (sync with EDC)
• Collect patient-originated data (eCOA, ePRO, symptoms) with SMART-on-FHIR
• Capture and use genetic information to support precision medicine with SMART-on-FHIR
• Make study data more available to patients and EHRs
FHIR Uses in Biopharma: Regulatory

- Access to multiple EHR data sources through FHIR API for product safety signal detection and exploration
- Closely monitor responses to new product rollouts – and give early indication of serious adverse events – real-time Risk Evaluation and Mitigation Strategies
- Allow reviewers of new drug applications to drill down into the details of the patient EHR record when exploring serious adverse events
The Business of Healthcare

Wayne Kubick
Chief Technology Officer, HL7 International
wkubick@hl7.com
@WayneKubick