



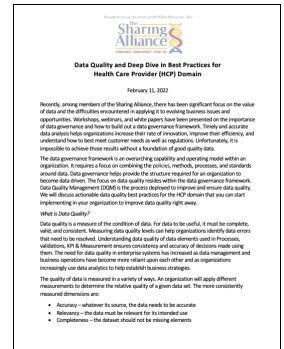
## Industry Insights: Data Quality and Deep Dive in Best Practices for Health Care Provider (HCP) Domain

The Sharing Alliance is dedicated to improving compliance best practices within pharma, biotech, and medical device companies. As a service to the industry, we are making our latest white paper available to all industry professionals, including those outside our membership.

This white paper provides insight into the importance of data governance and how to build out a data governance framework. Timely and accurate data analysis helps organizations increase their rate of innovation, improve their efficiency, and understand how to best meet customer needs as well as regulations. Unfortunately, it is impossible to achieve those results without a foundation of good quality data.

The paper was created by Alliance Board Member Mark Jara, Principal and Co-Founder of RxS LLC, and Devang Modi, Executive Director, Commercial Insights, Analytics & Operations at Bausch Health. It is a follow-up to their presentation given at last year's virtual Sharing Conference on the topic of "Data Security, Data Privacy and Risk Mitigation: What You Should Know."

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