

▶ Synthetic Health Data Exchange with Humana





▶ Sensitive data has been the bottleneck for innovation. AI-generated, sample based synthetic data offers a true alternative.



Challenge

Humana needed to accelerate their data science and AI capabilities in-house, as well as provide access to granular level data to third-party vendors. However, the lack of proper security in the cloud to handle sensitive data, including PII and PHI slowed things down and made innovation near-impossible. Exchanging health data with research teams and health application developers, who needed realistic test data was out of the question. At the beginning of the synthetic health data adoption, the company's 200+people strong data science team was also struggling to access sensitive health data in dynamic ways.



Solution

Synthetic health data was created on top of the sensitive patient data with correlations and distributions maintained. The synthetic health data is ready to be explored by data science teams and safe to share with third party vendors and researchers. Humana launched their synthetic Data Exchange platform with publicly available sample datasets in 2022, giving privacy safe, fast and most of all, granular lever access to synthetic health data. The synthetic health data is available on-demand, including medical claims, pharmaceutical data, lab test data representing the patient journeys of 1 million members over the span of three years. Thanks to the large size and high granularity, the synthetic health data can be used to study temporal changes across members' health histories.



Proof

Humana's Data Exchange Platform offers 1,5 million synthetic health data records with 700 variables. In the first year since its launch, 8+ new products were developed by third party vendors using the synthetic health data provided via the platform.

▶ **Simple to use, as often as you need.**



Highlights

1.5M

synthetic records

700

variables

8+

data-driven products



On-demand, meaningful data access has been a game-changer in healthcare.



About



MOSTLY AI

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MOSTLY AI is the pioneering leader in the creation of structured synthetic data using Generative AI. It enables anyone to generate high-quality, production-like synthetic data for smarter AI and smarter testing. MOSTLY AI works with Fortune 100 companies to help them originate, amend, and share datasets in ways that overcome the ethical challenges of using real, anonymized, or dummy data. AI-generated synthetic data is private, provides a reduction in time-to-data, and puts more machine learning models into production.

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