

## eConsent

Optum Genomics



eConsent is a purpose-built patient choice tool, used for all genomic testing conducted by Genomics England through their National Genomics Informatics Service.

eConsent is a safe, scalable and secure front door that can be configured for use in a range of settings to capture, store and manage consent, and data use preferences over time through an easy-to-use platform.

Together, these capabilities can help your organisation mitigate legal risk, improve safe data sharing, and reduce the time and costs of obtaining new consent from patients, all whilst reassuring patients their data is stored and used according to their wishes.

### Why is consent important?

Recent advancements in data-driven healthcare, particularly across genomics and precision health, require us to think differently about patient consent. We need to consider both the complexity of the data, and the multitude of ways insights could be applied within the fields of research and clinical operations.

Applying genomics research in a clinical setting introduces new privacy, data protection, and security challenges relating to how an individual's data is accessed, stored, and managed over time. Obtaining consent to use genomics data requires:

- The ability to capture and track patient preferences
- Management of who can see and use the data
- Capturing the period and context of consent provided

#### eConsent delivers an end-to-end consent process, providing:



##### Consistency

Facilitate consistent creation, review, and publication of consent processes through a digital platform.



##### Assurance

Improve adherence to your privacy and governance standards.



##### Efficiency

Reduce time and costs associated with implementing consent.



“ Since 2018, Optum UK, a UnitedHealth Group company, has been working with Genomics England to bring genome sequencing into routine medical care. Optum UK provided technological solutions to enable the standardisation of genomic test requests and the management of the resultant genomic data in any care setting and designed and developed a purpose-built patient choice tool called eConsent.”

– Pete Sinden, Chief Information Officer, Genomics England

## How it works

Optum eConsent delivers an end-to-end consent process, leveraging the following capabilities:



### Creation of consent forms

Digitise and publish content using automated workflows, reviewed and approved by your governance teams



### Patient and clinician facing portal

Capture and edit consent choices based on a specific test, or aspects of data sharing



### Data management services

Use international data standards and user managed access to filter data based on individual consent preferences

## Give patients control over how their data is stored and used

In an increasingly digital world, individuals want control over their own data, and reassurance that their personal information will be used appropriately, with no unintended consequences. Optum eConsent provides an easy-to-use application to capture, store and apply changes to consent and data use preferences over time.

## Accommodate a range of research and clinical use cases

Developed in partnership with Genomics England, Optum eConsent is designed to support both researchers and clinical operations teams obtain and manage consent. Its broad foundation provides a safe, scalable, and secure platform suitable for use in a range of clinical settings and aims to accommodate future precision health requirements.

## Make it easy for data controllers and processors to comply with patients' privacy and wishes

Optum eConsent has been designed in partnership with our genomics and data management experts, translating the rigour deployed in research trial management software to an operational environment. Through a highly configurable portal, customers can facilitate compliance and privacy requirements. With granular user profile functionality, access can be carefully controlled further supporting compliance and audit processes. Optum eConsent also allows individuals to track how their information is used, building confidence that their data is protected and managed in line with their personal expectations, as well as within regulatory/governance guidelines.

## Want to learn more?

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