



**TRACE CASE STUDY:  
DPO SERVICES FOR A  
HEALTHTECH INNOVATOR**

infix

## CLIENT TESTIMONIAL

*"As clinicians, we saw huge value in a technological solution for tackling surgical waiting times, but we also knew what was at stake when proposing to put such sensitive patient data 'up into the cloud' via a private provider.*

*The regulations in this area are rightly very stringent indeed and while we have learned a lot about both compliance and cloud technologies, we knew that calling in the real experts would be key to getting our solution off of the ground and into the hands of practitioners quickly so that it could start making a difference to patients' lives.*

*Our ongoing engagement with Trace data has been of critical importance and we have to give due credit to the Trace team for helping us to get from start-up to now move to scale-up so quickly yet sustainably"*

*Dr Matthew Freer, CEO of Infix*

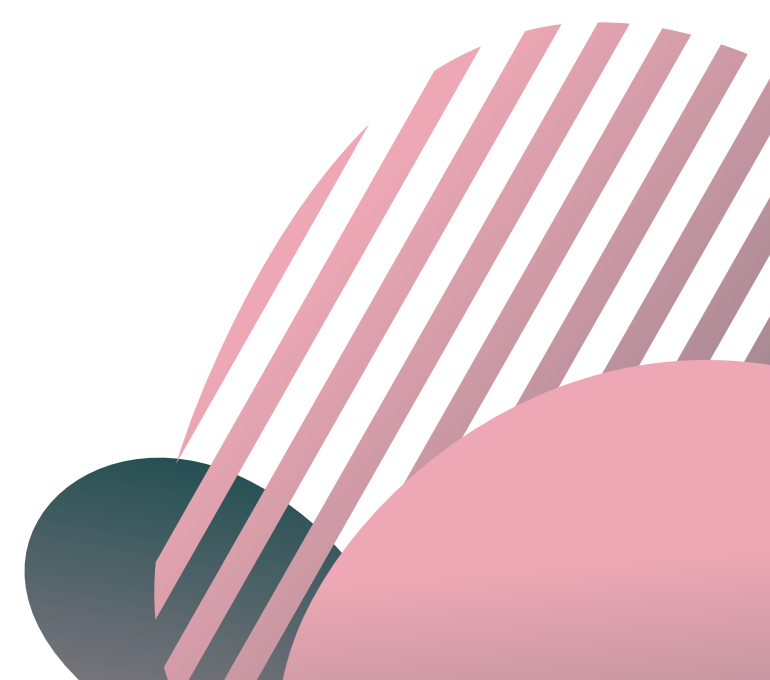


## EXECUTIVE SUMMARY

Infix Support is a health technology innovator helping to slash lengthy waiting times for planned surgery, one of the most pressing challenges facing the post-pandemic world.

This clinician-led solution leverages cloud-based software to manage highly sensitive patient records at scale. The whole venture is therefore underpinned by adherence to the highest possible data protection compliance standards, rock-solid information security and a keen eye on data ethics as health technology applications continue to develop at breakneck speed.

Trace played a key role in development right from the proposition design stage, and continues to be central as Infix rapidly scales up in both the public and private health sectors. We have engaged with the regulator as well as NHS trust, practitioner and patient end-users to serve as a bridge between key stakeholders and technologists – as well as a guide through one of the most challenging areas of data protection compliance there is.



## CHALLENGES

Infix is a true healthcare innovator at a time of urgent and growing need for technology-enabled real-world solutions. Infix: Schedule is a cloud-based tool designed to improve theatre time efficiencies and utilisation, while Infix: Preop integrates with patient record systems to streamline the pre-operative assessment process and allow remote patient access.

With data which is highly sensitive - and specially protected by law - at stake, Infix's founders recognised that their tool would need to be built robustly from the outset. As leading clinicians with the utmost regard for professional and regulatory standards, ethics and immaculate data governance were also top priorities.

Ongoing innovation is a guiding principle, so that patients can reap the benefits of emerging technologies like Machine Learning (ML). This needs to be at pace, yet safe, calling for data protection expertise which is always business-focused and able to balance a range of often competing requirements.

## RESULTS

By engaging Trace right from proposition design, and having the consultancy help with upfront engagement with the regulator and key stakeholders, Infix has been able to advance rapidly with complete confidence. Clinical trials and independent academic reviews have found that Infix: Schedule can improve theatre efficiency by up to 37%.

End-to-end compliance has been assured, satisfying the very high standards around health data and giving Infix the edge in securing use of and investment into its solutions. The Data Protection Impact Assessments Trace has prepared to document care of patient data has been a core component of success with NHS health boards.

Trace continues to play a vital role for the Infix team, serving as the company's outsourced Data Protection Officer (DPO) and providing a bench of multidisciplinary privacy and data security experts which can be called upon at any time.

Privacy by Design and trust are foundational whenever personal data is concerned, and even more so when health innovations are concerned. Our work with Infix demonstrates how the digital healthcare revolution can - and should - work in practice.