



# The Pursuit of Public Health & How to Build Trust in the Industry

Lauren Deluca CPCU, API, AINS  
Chronic Illness Advocacy & Awareness Group



# CIAAG

Who Are We?



## The Pursuit of Public Health and the Industry



- The Importance of Data Integrity
- What factors and influences can effect data integrity?
- The importance of transparency
- What you can do to safeguard research, build trust and protect patient rights



## The Importance of Data Integrity



- Real life account of bad data and
- How bad data can result in devastating impacts



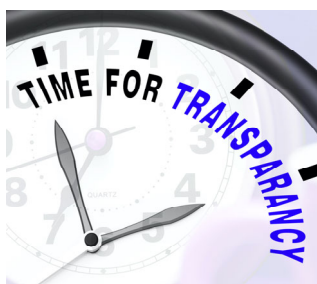
## Factors That can Influence Data Integrity



- Political
- Financial
- Trickery and Bias
- Corporate/Social Issues



## Promoting Transparency



- Why are you doing this study?
- Disclosures – Financial and Affiliates
- Grant Money – Federal Programs
- Inclusion/Exclusion Criteria



# Safeguarding Patient Rights



- What are the Implications?
- Think About Morality
- Overstating the Potential



Èg \$ ø { #<sup>2</sup> † í



