



DATA ACCESS PRINCIPLES & BEST PRACTICES

A framework for responsible data access when medical technology is introduced into health systems

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Why it Matters

Medical technologies increasingly depend on timely, appropriate access to data so they can be implemented well, perform as intended, and improve over time. Shared expectations for how that data is accessed, used, protected, and shared can reduce contracting and implementation delays, make diligence and negotiation more predictable, and reinforce the patient trust on which innovation depends.

What the Best Practices Cover

PRIMARY USE CASE	Introducing and supporting a medtech product or service in a U.S. health system, from evaluation and implementation through operation and optimization
DATA TYPES	Protected health information; consumer health data; de-identified, pseudonymized, or coded, and aggregated data; and device, operational, and other non-personal data
APPROACH	Adaptable to the purposes, the data involved, and the applicable legal framework

Four Principles

1 Transparency and Clear Expectations Clear, accurate data practices in contracts, documentation, and privacy disclosures; agreements identify the data, each party's role, and the purposes for using identifiable data.	2 Responsible Data Stewardship Compliance with all applicable laws, safeguards matched to data sensitivity, limits on the use and retention of identifiable data, and strong governance and oversight.
3 De-Identification as a Foundation for Innovation Recognized de-identification standards, regular assessment, safeguards against re-identification, and reasonable assurance to health system partners.	4 Use AI and Advanced Analytics Responsibly Transparency and risk-based governance of performance, safety, and bias, consistent with AdvaMed's AI Principles , with human oversight where the law requires.

What it Means for Clinicians, Patients, and Health Systems

- Smoother go-lives and fewer delayed deployments, with data available for configuration, integration, and site-specific optimization.
- Stronger safety and quality monitoring, with outcome and adverse event data supporting earlier detection of issues.
- Insights shared back with health systems, such as de-identified benchmarking across health systems, quality and safety dashboards, and real-world data for quality improvement and research.

WE INVITE YOUR FEEDBACK AND SUPPORT

- Share your perspective on the [Best Practices](#), including their clarity, usability, and fit with current governance practice.
- Consider your organization's support for the Best Practices as a shared framework for responsible data access.
- Connect AdvaMed with your policy staff to continue the conversation.

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