

News

DE LA LAMA QUOTED BY 'PARALLAX VIEW' ON HEALTH CARE INDUSTRY M&A AND DATA PRIVACY

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Colorado Partner Amy de La Lama, chair of BCLP's Global Data Privacy & Security Team, was quoted March 23 by *The Parallax View* regarding mergers and acquisitions in the health care field. Seemingly stalled during the pandemic's early months, numerous major health care deals resumed in late 2020 and early 2021. Yet all this activity raises questions about the data security and digital privacy of patients and consumers. "Traditional companies in the medical-device and pharmaceutical space are looking at data becoming the driver of their businesses. Historically, there had been the idea that patient data isn't valuable, but that perception is changing," de La Lama said. Where health care organizations often stumble is when it comes to using data "in a transparent manner," she said, as "information is being used in ways that wasn't contemplated at the time it was collected."

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