



# ThumbPrint: Patient-Anchored Evidence

Complete, trial-linked evidence — without the matching uncertainty of tokenization.

After a clinical trial closes, your research teams may need a reliable path back to their cohort — because the regulatory and commercial questions don't always stop at the database lock.

ThumbPrint establishes a direct relationship with trial participants during the active trial, with access to their complete medical records for future evidence generation. Unlike tokenization-based approaches that rely on probabilistic matching and passive data linkage, ThumbPrint preserves the full cohort — and the full optionality — with no matching uncertainty, no cohort loss, and no dependency on third-party data networks when evidence needs arise.

## Secure the Optionality

ThumbPrint preserves the optionality for future evidence needs like:

- ✓ Long-term real-world safety and effectiveness
- ✓ Trial-anchored treatment outcomes and disease progression
- ✓ HEOR and payer evidence for market access
- ✓ Post-marketing commitments (PMCs/PMRs)
- ✓ Evolving regulatory questions that arise years after a trial closes
- ✓ Patient experience and quality of life

0%

cohort loss from identifier mismatches or database coverage gaps

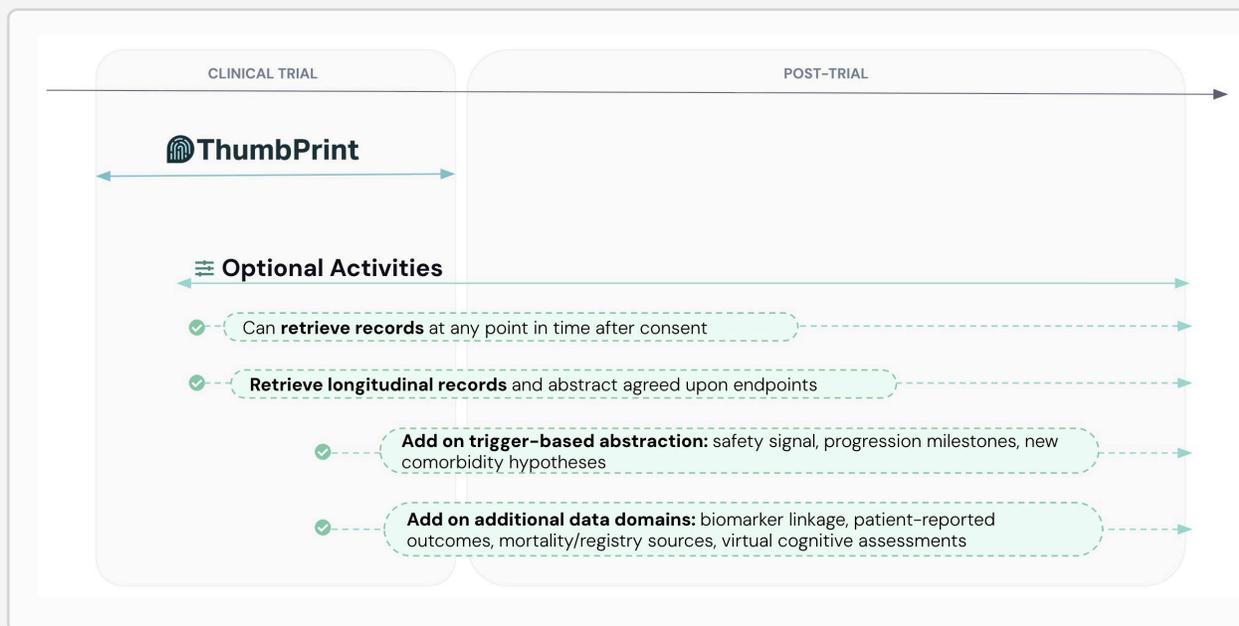
98%

patient retention year-over-year in studies

## Activation When You're Ready

When evidence needs arise, PicnicHealth co-designs a protocol and data model around predefined endpoints, retrieves complete retrospective and prospective records across all sites of care, and delivers analysis-ready, curated outputs aligned to regulatory or payer requirements.

- ✓ **Built to Adapt** – Flexible data model can accommodate emerging research questions without protocol amendments or re-abstraction
- ✓ **Strategic Asset** – Reusable living data asset can continue to support unexpected evidence needs
- ✓ **Enhanced Visibility** – Sponsor portal provides real-time visibility into some study variables, with additional visualizations available at data delivery



## ThumbPrint vs. Tokenization

	ThumbPrint	Tokenization
Cohort preservation	✔ Full cohort retained	⚠ 23–65% match rate
Data completeness	✔ All sites of care	⚠ Network coverage only
Clinical endpoint fidelity	✔ Source record abstraction	✘ Claims/EHR proxies only
Patient-reported outcomes	✔ Optional	✘ N/A
Prospective follow-up	✔ Optional	✘ N/A
Re-engagement / recontact	✔ Active patient relationship	✘ Anonymous linkage only
Long-term optionality	✔ Expandable asset	⚠ Limited — one-shot linkage events

✔ Yes   ✘ No   ⚠ Incomplete/partial

**Complete, trial-anchored evidence starts with preserving the patient relationship. Contact us to discuss how ThumbPrint can support your trial population.**

**Contact Us** ↗