



## Client Story

### BLUE GDPR OPTIMIZES APOQLAR SOLUTION VSI

Innovator in digital healthcare uses Blue GDPR to anonymize personal information and overcome the hurdles of sharing health data

Through Virtual Surgery Intelligence technology and MR HoloLens, apoQlar changed the way doctors inform their patients and colleagues, record data during rounds and instruct new doctors. The platform allows for 3D patient scans to be uploaded and viewed in augmented reality, directly overlaid onto the patient in real space. Doctors can take videos and pictures of the operating room directly from their mixed reality glasses.

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Although this technology has already convinced many doctors and clinics, apoQlar recognized that the safe and compliant handling of patient data with consideration to the new General Data Protection Regulation (GDPR) was a hurdle that had to be overcome: Videos and images that could be informative for the rest of the medical community or for other patients could not be passed on easily and quickly, because all patient data has to be manually and elaborately anonymized by the doctor before being passed on.

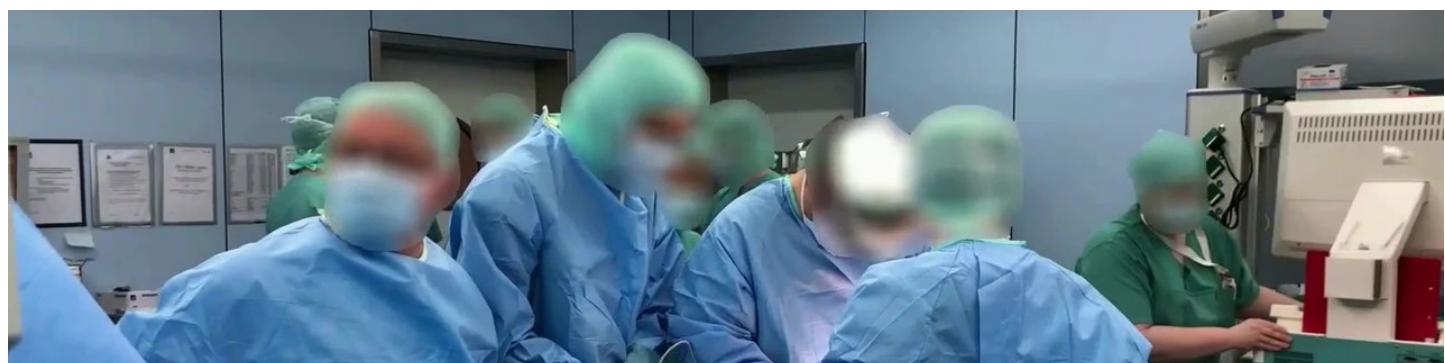


Abb. 1 Scene from a doctor's operating room - faces are anonymized by BlueGDPR

theBlue.ai recognized that using the BlueGDPR solution in the VSI would significantly speed up the work of physicians in anonymizing patient data, thus enriching the technology. theBlue.ai started the project in cooperation with apoQlar to speed up processes, promote cost and time savings and improve cooperation.

At that time, they decided to implement BlueGDPR, a software that is trained to automatically anonymize patient information.

## SIMPLIFIED PROCESSES WITH BLUE.DSGVO

BlueGDPR uses artificial intelligence (AI) to learn patterns and recognize faces. Through use of an extensively trained algorithm, BlueGDPR recognizes faces and makes them unrecognizable, allowing videos and images to be shown without risking staff or patient data privacy.

Large amounts of data (e.g. series of DICOM-data, video etc.), are automatically and professionally anonymized within the VSI immediately without being edited manually by the user of VSI, thus saving time and accelerating processes. Furthermore, data can be quickly used for medical presentations and publications in compliance with the GDPR.

## CHALLENGES TO TRAIN AI

In a standard facial recognition software, artificial intelligence is trained to recognize faces through standard ratios and features common on all human faces. In an operating room, where doctors and nurses are wearing face masks and other equipment such as glasses and headlamps, standard facial features are no longer as visible. To best cater to the medical field, the algorithm behind BlueGDPR was extensively trained with data and images specific to the medical setting, allowing it to optimally identify and pixelate all faces.

### WHAT THE CUSTOMER SAYS

**“We are happy that BlueGDPR optimizes our product VSI, making it easier for doctors and clinics to handle large data volumes without much effort due to automated anonymization. It was the right decision to choose BlueGDPR.”**

Pietro Lucillo, MA - IT Project Manager