
Healthcare Data Exchange in 2026.

THIIC — TOKENIZED HEALTHCARE IDENTITY INTERCHANGE CRYPTOGRAPHY

A new primitive for pharma data partnerships.

A TECHNICAL REFERENCE

by Summit Audience Segments

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thiic.com

SECTION 01 · DIAGNOSIS

The problem with how pharma data partnerships work today.

Three failure modes are stalling otherwise-good partnerships across the industry. Each is solvable. None of them have been solved at scale.

FILE TRANSFER FATIGUE

Pharma data partnerships still rely on SFTP and CSV. Manual processes, copied data, no audit trail, no revocation, no real-time control. Vendors ship files. Buyers store them. Nobody can prove what happened next.

VENDOR LOCK-IN ANXIETY

Most data vendors require partners to activate through the vendor's own platform. Buyers lose control of where data flows, which DSPs see it, and how measurement closes. Every licensing decision becomes an infrastructure commitment.

COMPLIANCE FRICTION

Every data movement requires BAA review, security audits, and weeks of legal back-and-forth. Even pre-approved partners restart the process for each new dataset. Sales cycles measured in quarters, not weeks.

SECTION 02 · INSIGHT

Data shouldn't move. Trust should.

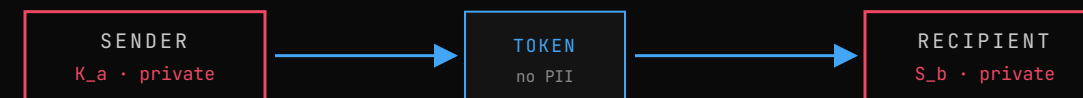
The right model isn't faster file transfer. It's bilateral cryptographic trust — where neither party can act unilaterally, both parties can prove what moved, and no PII ever leaves home.

OLD MODEL



Files flow. PII copies. Audit logs diverge.

NEW MODEL

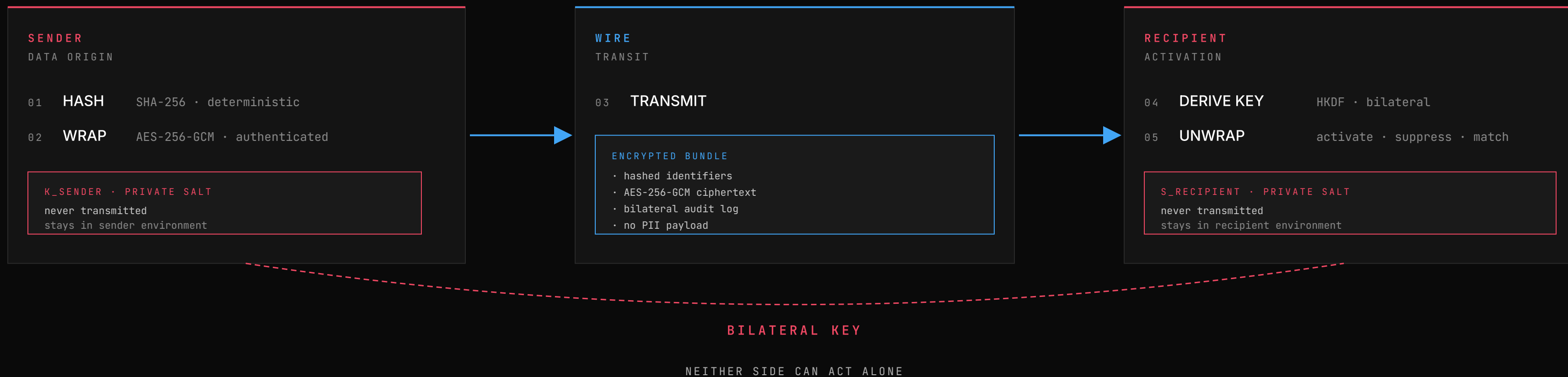


Trust flows. Tokens exchange. No PII crosses.

SECTION 03 · PROTOCOL

THIIC — Tokenized Healthcare Identity Interchange Cryptography.

Three environments. Five operations. Industry-standard cryptography.



SHA-256 deterministic hashing. **AES-256-GCM** authenticated encryption. **HKDF** bilateral key derivation. All primitives FIPS 140-2 compliant via standard Web Crypto APIs. The same cryptographic foundation trusted by major clean room platforms — applied to healthcare data partnerships specifically.

SECTION 04 · CAPABILITIES

What this enables for data buyers.

Four properties that make modern partnerships work.

MULTI-STACK FLEXIBILITY

Activate through whatever identity infrastructure fits each campaign — Epsilon, your DSP partners, internal clean rooms, RampID-equivalent translation. No vendor lock-in. The data ships clean; activation is your stack's job.

ZERO PII MOVEMENT

No phone numbers, names, or addresses ever cross between parties. Only encrypted SHA-256 tokens. HIPAA-safe by design — the underlying PII never leaves the sender's environment.

BILATERAL TRUST MODEL

Neither party can decrypt unilaterally. The salt is split between sender and recipient. A breach of one side leaves the other side's data cryptographically opaque.

AUDIT-READY COMPLIANCE

Both parties log every operation. Cryptographically signed, mutually auditable trail. Compliance officers at either company can prove what data moved, when, and to whom.

SECTION 05 · SECURITY

Security model — what's protected and what isn't.

Honest assessment of the cryptographic posture.

ATTACK SCENARIO	ATTACKER OBTAINS	MITIGATION
Sender environment breached	Sender's private salt + encrypted token bundles	Useless without recipient's salt half. Bundle cannot be unwrapped from sender side alone.
Recipient environment breached	Recipient's private salt + previously unwrapped hashes	Past matches remain valid. Future bundles unbreakable after salt rotation.
Bundle intercepted in transit	AES-256-GCM ciphertext	Useless without both salts and transport key. Authenticated encryption rejects tampering.
Both parties breached simultaneously	Full crypto context within rotation window	Quarterly salt rotation limits exposure to ~90 days. Beyond window, bundles are unrecoverable.

THIIC is not "unhackable." *It is computationally infeasible to break without simultaneous breach of both parties plus access to the encrypted bundle, all within the active salt rotation window. The same standard every major data collaboration platform operates under.*

SECTION 06 · CONTEXT

Where THIIC fits in the industry.

THIIC uses the same fundamental primitives as proven clean room platforms. Optimized for healthcare data exchange specifically.

CAPABILITY	THIIC	LIVERAMP	INFOSUM	AWS CLEAN ROOMS	SNOWFLAKE CLEAN ROOMS
Bilateral encryption	✓	✓	✓	✓	✓
Threshold cryptography	✓	✓	✓	✓	✓
Healthcare-optimized	✓	—	—	—	—
No vendor lock-in	✓	—	—	~	~
Embedded in license	✓	—	—	—	—
Multi-stack activation	✓	✓	—	~	~
Forwardable to any DSP	✓	—	—	—	—

Industry-standard cryptography. Healthcare-specific optimization. *The first protocol designed from the start for pharma audience data partnerships rather than*

SECTION 07 · ECONOMICS

The economics shift when data ships clean.

Bilateral exchange removes a layer of vendor fees from the healthcare data stack.

LEGACY STACK

- 01 Vendor licenses data
- 02 Pays identity platform fees \$100K-\$500K/year
- 03 Pays per-record processing costs
- 04 Activates through platform's preferred DSPs
- 05 Buyer pays platform fees on top

NET RESULT

40-60% gross margins · lock-in to one identity stack

THIIC-NATIVE STACK

- 01 Vendor licenses data with THIIC bundled
- 02 Ships SHA-256 tokens directly to buyer
- 03 Buyer activates through their existing infrastructure
- 04 Buyer's identity platforms handle cross-format translation
- 05 No additional vendor fees in the middle

NET RESULT

80-90% gross margins · full multi-stack flexibility

The savings flow to whichever side of the partnership negotiates for them. Better data partnerships, more flexible terms, lower combined infrastructure costs.

SECTION 08 · TIMING

Why this matters in 2026.

Pharma is moving deterministic.

Probabilistic audience modeling — cookie-based, behavioral, inferred — is losing trust as third-party tracking ends. Deterministic patient data is becoming the gold standard for both compliance and performance.

Identity infrastructure is fragmenting.

Buyers now run multi-stack identity environments — Epsilon plus LiveRamp plus internal clean rooms plus DSP-native graphs. Data that's locked into one platform is becoming a liability. Multi-stack-ready is the new default.

Pharma compliance is escalating.

HIPAA enforcement is tightening. State-level health privacy laws are proliferating. BAA requirements are getting stricter. Architectures that move PII are increasingly hard to defend; architectures that move trust are increasingly required.

THIIC is built for where the industry is going, not where it's been.

Built into every Summit **license.**

THIIC is not a separate product. It's how Summit data ships — to any partner, into any identity stack, under any campaign. **The architecture is the offer.**

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