

ARTICLE

MONETIZING REAL-WORLD EVIDENCE

For Ambulatory Surgery Centers

JUNE 23, 2025

www.rgnmed.com | circles@rgnmed.com

MONETIZING REAL-WORLD EVIDENCE FOR ASCs

As the \$60 billion healthcare data analytics industry expands rapidly, ASCs are failing to exploit their most valuable asset while others do so. [This RegenMed video](#) explains how any ASC can generate new revenue streams and asset value by capturing and monetizing real-world evidence (RWE) from routine patient care.

Key sections of the video, with time codes, are:

- **The Opportunity** [0:18 – 1:14]

Real-World Evidence – structured datasets generated from routine patient care – is in high demand across industry and research. The \$60 billion healthcare data analytics industry is growing at a rate of over 20% annually. ASCs are not only uniquely positioned to contribute to this market, but to benefit from it financially.

RWE licensors include product manufacturers, insurers, research centers, and AI models. Use cases for licenses include competitive intelligence, regulatory submissions, product innovation, legal compliance, value based care, social determinants of health, and health equity.

- **ASCs Can Participate** [1:15 – 2:26]

ASCs already regularly enter EMR and other real-world data, and pay to do so. However, that data is being aggregated, manipulated, and licensed by others. However, and despite their high cost, RWE datasets synthesizing EMRs, prescription, insurance claim and other disparate sources are incomplete, unverifiable and generally clinically irrelevant.

Using RegenMed's patented Circles technology and processes, ASCs can now structure, aggregate, own and monetize that RWD themselves – without burdening staff or altering clinical workflows. Primary and well correlated datasets which are verifiably sourced from daily patient care – against a prospectively designed Observational Protocol – are far more clinically relevant and “fit-for-purpose” than current RWE offerings. They are therefore far more valuable.

MONETIZING REAL-WORLD EVIDENCE FOR ASCs

- **What Do Circles Datasets Look Like [2:27–3:40]**

This section shows two separate illustrative reports. One compares four different knee implant products over twelve months against KOOS Jr. scores in the context of total knee arthroplasty. The second compares two separate surgical techniques over 27 months against a VAS score in the context of total hip arthroplasty.

Although these are orthopedics examples, Circles can be and are used to generate clinically and statistically significant datasets for any anatomical region, pathology, treatment protocol, and standardized or custom outcomes score – regardless of medical specialty.

- **EBITDA and New Asset Potential For An Average ASC [3:40 – 6:04]**

Based on the stated assumptions, which of course will depend on the specific circumstances of each ASC, five Circles datasets generated by ten physicians can produce new annual EBITDA of \$850,000 for a total cost of only \$31,000 – a return on investment of 14x. Moreover, these five 6-month longitudinal Circles datasets represent asset value of \$2.6 million on the stated assumptions.

Finally, an ASC can continue to increase these income streams and asset value through continued outcomes capture, additional Observational Protocols relevant to its practice mix, and combining internal and external Circles datasets.

CONCLUSION

To discuss your specific situation, please contact us. RegenMed is not a mere solutions vendor. It works with each Client as a long-term partner to develop meaningful clinical and financial returns on investment.

CONTACT US

RegenMed | www.rgnmed.com
circles@rgnmed.com