

CIRCLE DATASETS

MONETIZABLE IP FOR PROVIDER GROUPS

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The Asset and Income Stream Untapped By Most Provider Groups

The real-world data which arises each day in the context of practice-of-medicine – when properly structured, correlated with outcomes measures, and unambiguously owned – can represent one of the most important financial assets of a hospital system. This has already been recognized by major groups such as Mayo Clinic and Duke Health. Circle Datasets make those opportunities available to any size provider group.

The Reality For Providers Of A \$4T Healthcare Economy

Healthcare in the U.S. represents a full 18% of the country's GDP. While there are many players in such a large “market”, none is more critical than hospitals and other provider groups. However, most operate on low, unpredictable margins. Reimbursement rates are under growing pressure, research grants are being slashed, competition is stiffer, and costs are rising.

The more successful groups have developed income streams beyond medical care fees. A good example is “tech transfer” or “innovation” departments, controlling shared ownership of and monetization of intellectual property developed by the group’s physicians and scientists.

The Value of Circle Datasets

Circle Datasets also represent highly monetizable intellectual property for providers. The healthcare data analytics market is valued at \$50B, with a 20% annual growth rate. It is based largely on electronic medical, claims, revenue cycle, prescription and similar digital records originating with providers. Yet those providers see little if any of that value. Circle Datasets invert that model by giving provider groups unambiguous ownership of – and value for – their real-world data.

Moreover, Circle Datasets are clinically and statistically relevant for each clinical context, correlated to long-term outcomes measures, and verifiable to primary sources. As such, they are significantly more valuable than typical real-world evidence datasets. Moreover, that value has only increased as a result of the FDA’s December 2025 guidance on real-world evidence.

Federated Data Ownership Structure; FHIR-Mapped

For provider groups, local control of clinical data is increasingly important. On the other hand, collaboration with other centers of excellence can often open up important clinical, scientific, and financial opportunities. Circle Datasets support both through a federated data architecture approach. Moreover, they are FHIR-mapped, supporting interoperability with other systems.

Compliant, Minimal Cost and Burden

The patented technical infrastructure underlying Circle Datasets is designed to meet BAA requirements. They can be generated with minimal clinical burden and cost. Combined with simple, flexible contracting, this allows provider groups to begin with a small pilot, and then scale consistent with pre-defined KPIs.