

CIRCLE DATASETS

Clinical, Scientific and Financial Value

Ten clinicians anywhere in the world, collecting real-world data on ten cases per month for six months, will generate at least one high-quality Circle Dataset. All at minimal cost and burden. Each Circle Dataset has clinical, scientific, and financial value since it is based on a well-structured Observational Protocol. Similar to a clinical trial research protocol – but designed to function in the real clinical world – a Circle OP is defined by anatomical region, pathology, treatment protocol, outcomes assessment, and medical codes. Examples of current OPs can be found [here](#). A Circle OP can be designed for any condition, treatment or endpoint.

Ownership and Value Generation

Circle Datasets are created and maintained within a secure closed system, resulting in unambiguous ownership and data provenance. (In contrast to EMR, RCM, synthetic, and other healthcare datasets.) This clear ownership is the foundation for publication, product innovation, value-based care, licensing and other forms of clinical, reputational, and financial value. Circle Datasets are therefore high quality, and in demand throughout the healthcare ecosystem. Potential licensee categories include payers, product manufacturers, “big data” aggregators, AI models, and research centers. As Circle Datasets expand in longitudinality and Case numbers, their value increases exponentially.

Clinician and Patient User Experience

Real-world data is to be found in the real-world – from already overloaded clinicians and patients. Circle Datasets are generated through the patented clinician-facing [inCytes™](#) and patient-facing [Benchmarc™](#) platforms. These provide clinical grade technical infrastructure for data collection/aggregation, together with excellent UX. This UX includes multiple support [processes](#), such as the [Physicians Promotion Program](#).

Getting started

With Circles, it is easy to begin a small real-world evidence project in any health/wellness category, to scale to any level at any schedule, and to stop at any time. Our pricing and terms are [here](#). Standard legal documentation is [here](#). Various client use cases and articles are [here](#).

Please [contact us](#) to discuss how Circle Datasets can meet your clinical, scientific, and commercial goals.