

PHYSICIAN OWNERSHIP OF HIGH QUALITY DATA

Circle: March 2 A Million (CMS PRO-PM + Non-Opioid Post-Op Pain Management)

Observational Protocol: TKA-001

Data “Swamps” v. High Quality Data Lakes

“Big Data Lakes” are an attempt to convert EMR, claims, and other real-world healthcare data into discrete datasets which can be used for clinical decision-making, research, and value-based care. However, they have proved to be “data swamps”. The opaque algorithm-driven synthesis from hundreds of heterogeneous sources, and millions of heterogeneous records, have only resulted in higher costs, worse outcomes, and less reliable conclusions. This failure will only deepen in the era of AI.

The best quality healthcare data is (i) captured at the point of care, (ii) structured according to practice-of-medicine clinical hypotheses, (iii) tied to correlated long-term outcomes, and (iv) fully verifiable. In other words, Circle Datasets – clinically/scientifically impactful data lakes refreshed in real-time from pre-structured primary data sources.

The Paradigm Shift: Physician Ownership/Monetization Rights

Traditional data lakes are a multi-billion dollar business. Yet the principal data sources – providers who enter EMR, Rx, claims, registry, and other records – see little if any of that value. Circle Datasets invert that model by giving physicians unambiguous ownership of – and value for – their data. Moreover, Circle Dataset quality is materially enhanced through structuring based on practice-of-medicine clinical hypotheses and outcomes capture.

An Illustrative Monetization Example

ILLUSTRATIVE ALLOCATIONS (First Year Only)	
Assumptions	Results
1 Observational Protocol (OP)	Total Cases: 1,200
10 Collaborating Physicians	Licenses: 60
10 Cases/Month/Physician	Net License Fees: \$1,500,000
12 Licensable Datasets	To Each Non-PI Physician: \$60,000 *
5 Net Licenses/ Licensable Dataset @ \$25,000	Cost per Non-PI Physician: \$1,020
40% Net License Fees to Non-PI Physicians *	Net Profit per Non-PI Physician: \$58,980 *
Non-PI Physician Cost: \$5/Case, \$35/month	ROI per Non-PI Physician: 58x *

**Applicable to the OREF/Wickline/Mercuri Protocol only. Other OP's: 85% to participating physicians.*

A Powerful Clinical and Financial Combination

Circle Datasets can be generated with minimal clinical burden and cost. RegenMed’s patented technical infrastructure and processes ensure unambiguous physician ownership, publication rights, evidence-based clinical decision-making, superior patient engagement, and data monetization opportunities. Simple, flexible contracting; no long-term commitments; cancel anytime.