

ARTICLE

THE NEW FEDERAL MANDATE FOR CLINICAL VERACITY

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THE REGULATORY CATALYST: REMOVING THE IDENTITY BARRIER

In December 2025, the FDA issued a final guidance that fundamentally changed how it evaluates Real-World Evidence (RWE). For years, the agency largely required "identifiable" patient-level data – specific names or social security numbers – to verify the accuracy of medical studies. Because privacy laws (HIPAA) and security protocols often require data to be de-identified, this created a structural barrier that disqualified vast amounts of high-value clinical information from being used for drug or device approvals.

The new mandate removes this requirement. Commissioner Marty Makary has characterized this as a shift toward "radical transparency," where the agency no longer asks "Who is the patient?" but rather "Is the data true?". The FDA will now accept de-identified datasets, provided the source can prove the information is accurate, reliable, and scientifically sound

THE EVIDENCE GAP: ADMINISTRATIVE PROXIES VS. GROUND TRUTH

While this "unlocks" massive amounts of data, it also exposes a significant flaw in current healthcare systems. Most medical data today consists of "administrative proxies" – billing codes, insurance claims, and fragmented notes captured for the purpose of payment. These proxies are often inaccurate and lack the clinical depth required for federal audits or high-stakes licensing.

To take advantage of this new regulatory path, organizations must move toward **Regulatory-Grade Governance**. This means defining the data architecture and clinical guardrails before the patient encounter begins. By using Circles' Observational Protocols (OPs), providers create an Audit-Ready "Ground Truth" that makes billing errors or protocol deviations technically impossible.

THE ECONOMIC MODEL: FROM SERVICE TO ASSET

This shift transforms the clinical record. Historically, documentation has been a regulatory burden – a cost center. In the new FDA environment, verified data becomes a high-margin, licensable asset.

The **Circles** platform provides the infrastructure for this transformation across any medical specialty – from oncology to neurology. By capturing **Standardized Longitudinal Scores** and objective outcomes at the point of care, Circles ensure that every patient encounter generates **Verified Clinical Veracity**. This data does not just meet the new FDA standard; it exceeds it, providing the **Insurable Integrity** that allows for faster approvals and lower liability risks.

STRATEGIC OUTCOME: VALUATION EXPANSION

For Management Services Organizations (MSOs) and healthcare boards, the objective is **Multiple Expansion**. By transitioning from a "Service Business" focused on volume to a "**Tech-Enabled Asset**" focused on high-veracity data, organizations can significantly increase their valuation multiples. The value of the enterprise is no longer just in the procedure performed, but in the **Insurable Integrity** of the evidence created.

GET INVOLVED OR LEARN MORE – CONTACT US TODAY!

If you are interested in contributing to this important initiative or learning more about how you can be involved, please contact us*:

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