

## An Invitation to Participate in the **Real World Heart Care Registry**<sup>SM</sup>

- **The Demand for Real World Evidence...to Find Real Answers**
- **FDA Puts a \$168M Price Tag on Aggregated EMR Data**
- **A First of Its Kind Registry that Pays Participating Physicians for Their Data**
- **Meeting MIPS requirements for Practice Improvement Made Easy**

**The Real World Heart Care Registry**<sup>SM</sup> is a collaborative data platform for cardiologists, biopharma researchers, the FDA, and academic faculty to gain new insights on current drugs and make a real difference in future treatments for heart disease.

### **Demand for Real World Evidence**

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Today, Cardiovascular practices are undergoing a massive transformation driven by the shift from volume-based to value-based metrics. Pharma and government stakeholders are also tasked with value improvement measures and now are exploring the use of networks of EMR data to gain new insights into current treatments and design better trials to advance medical discovery. EMR data, its aggregation, analysis, and targeted application will be the key to enabling the desired outcomes and economics within healthcare's new paradigm.

### **FDA's New \$168M Innovation Fund**

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Recently the FDA announced a \$500M investment in a regulatory innovation fund. The largest expenditure from the innovation fund, \$168.2 million, is earmarked for FDA initiatives designed to improve the collection of evidence about safety and efficacy. According to Sean Khozin, MD, MPH, senior medical officer at the FDA "by looking at electronic health record data, we can in fact understand not only how these drugs are being used in the community but also how the patients are responding to these therapies in the real world. And an extension of that would be to really start running pragmatic electronic health record-based clinical drug trials in the real world, essentially taking clinical research to the patient".

### **Leveraging the Value of Your EMR Data**

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The Real World Heart Care Registry platform enables participating cardiology practices to monetize the real world data they are capturing every day, on every patient, at every visit. Until recently, a practice's EMR data held minimal value to external researchers due to the limited scale of accessible patients. However, the value increases considerably when such data can be aggregated, anonymized, and analyzed across many other cardiology practices. GEMMS ONE users greatly benefit from the software's interoperability tools allowing participation in greater value driven opportunities. CRC has contracted with GEMMS to directly cover any data extraction fees if applicable.

Longitudinal and outcomes research conducted through the new registry platform will also enable participating cardiologists to meet the new MIPS research incentives for Practice Improvement. CRC will oversee all the work to securely extract and aggregate the data at no cost to participating groups.

### **Join Today!**

Limited no-cost open enrollment ends soon! For more information visit [www.cardiorc.com](http://www.cardiorc.com), or to receive a Participation Agreement contact Brian Bromberek at 877.875.6845 or at [Brian.Bromberek@cardiorc.com](mailto:Brian.Bromberek@cardiorc.com)