

Peer Review

Review of: "Trust and Trade: Patient Perspectives on the Ethics of Real-World Data Monetisation"

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The author highlights plain-language consent, disclosure of monetisation models, governance with patient representation, visible benefit-sharing, and mandatory protocol registration as additional safeguards to RWE. These are very noble, but the author could probably expand on the additional burden and overhead that these requirements would have on involved parties, and explain why this is still worth it.

The author brings up an example from almost ten years ago (Deepmind- Royal Free), which is pre-generative AI and pre-pandemic; an analysis of why no more recent cases have been brought up should be considered.

Declarations

Potential competing interests: No potential competing interests to declare.