

CIRCLES CO-MARKETING PROGRAMS

APRIL 2024

Unlocking The Value Of Circles

Circles create proprietary and statistically significant datasets representing value to all healthcare constituencies.

Categories of value include clinical decision-making, product development, regulatory approvals, monetization, competitive

differentiation, and patient and HCP engagement.

Circles Co-Marketing Programs accelerate that value for both provider and industry Clients. They convert Circles into a profit center.

Illustrative Programs

Client Reports

These regularly distributed reports cover Case numbers, cases per investigator, compliance rates, select trends against end points, clinical observations, and other quantitative and qualitative content.

Client Reports also include hand-outs with verbal and graphical content for patient communications.

Circle Academies

Each [Circle Academy](#) is a secure digital venue for licensed healthcare practitioners to present, discuss and benefit from real-world evidence relating to a specific clinical theme.

A Circle Academy may be thought of as a secure “always-on” medical conference, available at any time from any location and any device.

Circle Member Recruitment

Most clinical Circle founders wish to attract peers to improve the statistical significance of their datasets, and discuss best practices regarding specific indications and patient populations.

Most industry Circle founders wish to extend the frequency and substance of their engagement with existing and potential product users.

RegenMed supports these goals through press releases, website content, social media posts, conference attendance, and other channels.

Publication

The rich and validated Circles datasets are natural centerpieces for journal articles, conferences presentations, abstracts, and professional education/training materials.

RegenMed partners with Circle Founders and Members to prepare foundational materials, develop video and other derivative assets, moderate conference panel discussions, and otherwise drive maximum exposure.

Continuity Of Care

Circles functionality supports sustained collaboration with -- and information sharing among -- referring and referee clinicians, post-procedure therapists, laboratory personnel and other professionals involved in a patient's care.

The referring clinician, the specialist, and the patient all benefit from the ability to contribute to and regularly review coordinated clinical care and longitudinal outcomes measurements.

The multilingual capabilities of Circles allow, for example, referring clinicians in one country to monitor their patients before and after a clinical intervention in another country.

Learn More

Client use cases involving Circles Co-Marketing Programs can be found [here](#), [here](#), and [here](#). To discuss how such

Third Party Support

RegenMed helps Circle Founders incorporate scientific experts, medical statisticians, and other third parties into their studies. Similarly, it helps coordinate work with IRBs, MECs, and other bodies required for Good Clinical Practice.

Dataset Monetization

Circles datasets have substantial value due to their large n-value, long-term outcomes capture, validated data, and clinically significant causal correlations.

Those datasets therefore have significant value in the context of product development, new indications, regulatory submissions, and generative AI learning models.

RegenMed works closely with its Clients to help maximize the value-producing elements of their Circles, as well as identify and pursue monetization opportunities.

programs can help advance your specific objectives, please [contact us](#).