

Abstracts for "Individuals Seeking Cures" Showcase
 Submitted by: Pamela Frank, Entrepreneur in Resident
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Company Product Suite

MedPanel

More than 200 life science and financial companies trust in MedPanel's 3 core products to deliver the highest standards in compliance, confidentiality and quality.

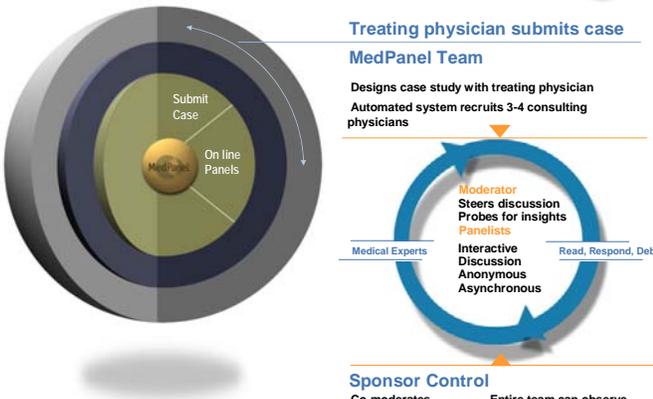
-  **Qualitative panel discussions (on-line focus groups)**
-  **Quantitative surveys (on-line statistical analysis)**
-  **Content (syndicated research studies)**

MedPanel, Inc. 44 Brattle St., Cambridge, MA 02138 617-661-8080

MedPanel is now using the same technology and proven methodology for industry to benefit patients and physicians. For years, biotech and financial companies have used MedPanel's asynchronous, blinded panel discussions with key physician thought leaders around the world to discuss therapeutic areas and industry topics. Now governments, community hospitals, individuals, corporations and insurance companies can use that same platform and methodology to create a global physician panel for the purpose of discussing a medical case.

MedPanel Methodology

MedPanel



Treating physician submits case

MedPanel Team
 Designs case study with treating physician
 Automated system recruits 3-4 consulting physicians

Moderator
 Steers discussion
 Probes for insights

Panelists
 Interactive Discussion
 Anonymous
 Asynchronous

Sponsor Control
 Co-moderates
 Entire team can observe

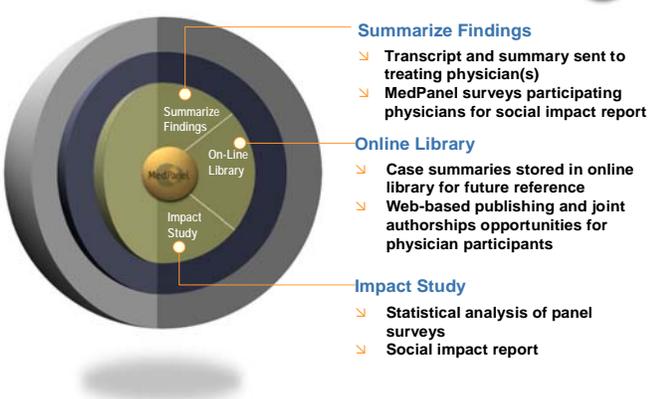
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MedPanel enhances group interaction by facilitating multilateral discussions, not unilateral answers.

- Multiple consulting physicians participate in each MedPanel.
- Consulting physicians are "blinded/anonymous" to avoid hierarchical issues and encourage candid, free-flowing, unbiased input.
- Consulting physicians are recruited globally by physician recruitment experts and paid an honorarium for their involvement.
- Panels remain open for three to eight days allowing for high-level and detailed discussions.
- A physician moderator helps facilitate the discussion and create greater thoroughness.
- Long-term physician relationships are created.

MedPanel Deliverables

MedPanel



Summarize Findings

- Transcript and summary sent to treating physician(s)
- MedPanel surveys participating physicians for social impact report

Online Library

- Case summaries stored in online library for future reference
- Web-based publishing and joint authorships opportunities for physician participants

Impact Study

- Statistical analysis of panel surveys
- Social impact report

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Program sponsors receive tangible outcomes. We leverage existing technology, requiring no additional capital investments. The results produce decreased costs related to patient care and physician education. The results produce better outcomes reducing medical costs.

MedPanel provides qualitative and quantitative reports for program sponsors to the social impact of their investment: new markets data and networks, increased revenue, cost savings, knowledge dissemination, enhanced goodwill, improved medical infrastructure, and increased social responsibility index.

Methodology Panelists & Moderator



Participating physicians find MedPanel convenient, timely and educational

- Asynchronous platform: physicians can log on “anywhere, anytime” and therefore time-zone and schedule conflicts disappear.
- Local language capabilities: treating physicians may present and review their case in their native language.
- MedPanel helps treating physicians develop their case profile and questions and allows flexibility for type and number of questions.

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- Physicians begin to receive answers within hours of a case being posted. There are no delays due to missing information.
- Access to online library of case studies and syndicated publications.
- Free viewing privileges for medical students and other physicians.
- Co-authorship opportunities for treating physicians together with consulting physicians.