



# DrBonnie360

## MISSION STATEMENT

We provide strategic and tactical professional services for emerging and established companies in digital and oral health that share our focus on the unmet needs of chronic immuno-inflammatory patients. We draw on four different expert perspectives (Industry, Analyst, Practitioner, Patient) to help you understand the market and competitive landscape and bridge the gaps that have frustrated advances in chronic inflammatory disease, (auto)immune care and oral health.

## SERVICES -

### Competitive Analysis and Mapping

We analyze and map the competitive landscape to strategically position your company in a more complete universe that includes alternative medicine and digital health, as well as conventional industry categories.

### Strategic Communications & Tactical Content

From corporate and marketing communications, financial analyst, investor relations, patient and practice perspectives, we can help you articulate your messages, develop compelling stories and use lively visuals to produce content for old and new media.

### Market Positioning & Message Development

We apply consulting techniques in facilitated workshops informed by a spirit of curiosity and fun to help you exploit your position in the competitive landscape, and communicate with messages that differentiate you from competitors.

### Partnerships & Opportunities

Through our vast network of contacts, we can help you find allies and potential partners to build your business.

### Presentations & Fundraising

From decades of experience on both sides of the table (analyst, investor relations, corporate communications) we can help you develop roadshows and communicate persuasively to investors and analysts.

### Speakers, Panels, and Workshops

We help you find conferences and pitch to them, create compelling content, coordinate with designers, and prepare you to present through rehearsal & feedback.

## CONTACT DETAILS -

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## The Invisible Epidemic of Autoimmune Disease



23-50 million Americans have autoimmune diseases



78% of autoimmune patients are women



20-40% of patients have more than one autoimmune disease

## Our Vision

is a world where we and our clients apply the tools of digital healthcare to help people with chronic immunoinflammatory diseases navigate the healthcare system and realize their best possible health.



**Dr. Bonnie Feldman**  
DDS, MBA  
Founder, CEO, Consultant



**Ellen M. Martin**  
MBA  
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