



Welcome

Presentation by

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Topics of Discussion

- Research & development
- Marketing
- QR Code



Research & Development

- Dementia Space
 - Microvascular Disease/Thrombin
 - Patient Testimonial Video
- Cardiac Space : Other Study
 - Interatrial Block
 - A-IAB
- Anti-Thrombin
 - A-Thrombolytic + P-Plasminogen
 - Combo
 - Role of Ca⁺⁺/Plaque
 - Anti-thrombin formation
 - Pro Thrombolytic

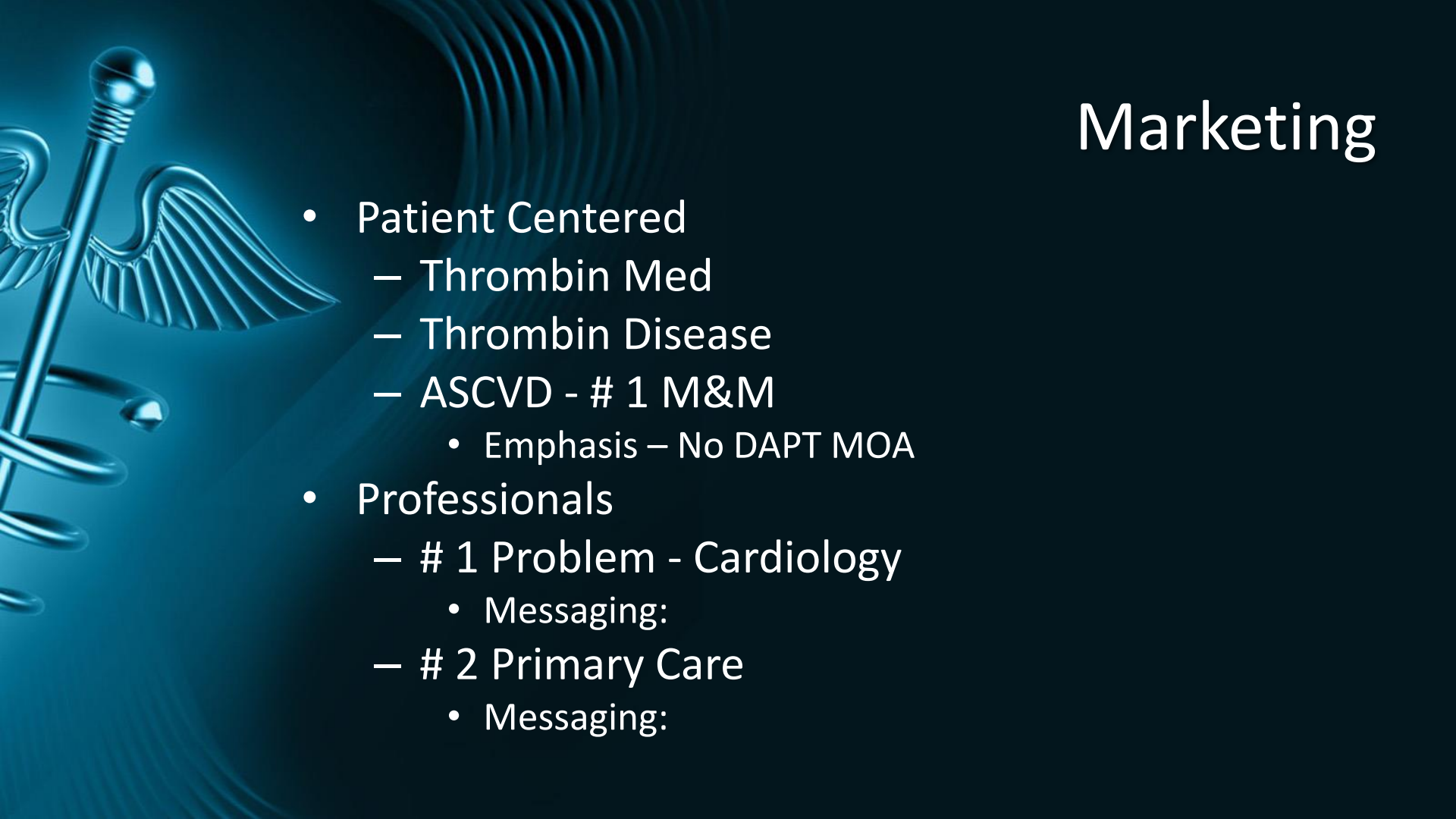


Testimonial with patient & wife



Non-verbal patient now sings

Marketing

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- Patient Centered
 - Thrombin Med
 - Thrombin Disease
 - ASCVD - # 1 M&M
 - Emphasis – No DAPT MOA
 - Professionals
 - # 1 Problem - Cardiology
 - Messaging:
 - # 2 Primary Care
 - Messaging:

Marketing cont'

- Speakers
 - Messaging – Story? = FLOW
- Deck Customization
 - Medical Liaison Auth
- Knowledge Window – 10 Min
- Share Screen Mode





- Patient Centered
 - PI/Coupons/Study
- Professionals
 - PI/Studies/Pharmacodynamic and Pharmacokinetics Data
- CrCl Calculator

QR Code





Thank you