



# another doctor

## Elevator Pitch

*When patients are told there are no options left — amputation, untreatable cancer, rare disease — they often give up hope. Yet somewhere in the world, a specialist has seen a similar case and might still have answers. **another.doctor** is a neutral, fast, affordable service that finds those specialists. For \$299, we deliver 2–3 curated introductions within 5 days. We don't sell diagnoses. We sell access and clarity.*

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## Problem

- Patients told “there’s nothing more we can do” lack the resources to discover alternatives.
  - Medical directories and hospital portals are overwhelming, siloed, and not layperson-friendly.
  - Second-opinion services (Teladoc/Best Doctors, 2nd.MD, Cleveland Clinic) charge \$750–\$4,500 and lock patients into one hospital ecosystem.
  - Patients don’t just need *an opinion* — they need the **right expert** who still has options.
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## Solution

**another.doctor** = *Specialist matchmaking service.*

- Intake + upload: patients share reports, imaging summaries, prior interventions.
- **Within 5 days:**
  - A layperson-friendly **Case Brief** (1 page summary).

- A structured clinical profile (internal, machine-readable).
  - **2–3 introductions** to vetted specialists with rationale and booking instructions.
- **Guarantee:** ≥2 introductions within 30 days, or full refund.

We are the **front door**: neutral, affordable, fast.

Specialists and hospitals remain the providers of care and opinions.

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## Target Market

- **MVP focus:** U.S. patients facing **limb amputation** due to PAD/diabetes (limb salvage).
  - **Expansion verticals:** rare cancers, rare diseases, neurology (ALS, epilepsy surgery, MS).
  - **Expansion markets:** EU, LATAM cross-border care.
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## Business Model

- **\$299 flat fee:** Case Brief + 2–3 introductions + follow-up.
  - **\$399 concierge add-on:** navigator handles records & scheduling.
  - No commission from doctors — neutrality is preserved.
  - Later: **B2B** catastrophic navigation benefit for insurers/employers.
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## Why Now?

- Patients increasingly use self-pay, direct-to-consumer health services in the U.S.
  - LLMs + modern NLP make it possible to **translate complex medical data** into both layperson language and structured clinical search queries.
  - Vector databases + open APIs (PubMed, ClinicalTrials.gov, OpenAlex) let us build a **living knowledge base** of global specialists.
  - No major player offers “neutral, affordable specialist matchmaking” — incumbents monetize only the expensive second opinion.
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## Technical Advantage (what makes this possible now)

- **Two-sided pipeline:**

- *Patient side*: LLMs parse messy medical input → (a) plain-English **Case Brief** and (b) **structured JSON spec** (condition, site, prior interventions, comorbidities, goals).
  - *Doctor side*: A curated, growing **doctor knowledge base** built from open APIs (PubMed, OpenAlex, ClinicalTrials.gov, ORCID).
  - **Matching engine**:
    - Hybrid search: symbolic filters (specialty, geography, licensure) + semantic vector retrieval (doctor publications, trial leadership).
    - Explainable scoring (recent publications, PI roles, institutional reputation).
    - Output = transparent “why matched” justification for each doctor.
  - **Vector database (Qdrant)**:
    - Stores embeddings of publications, trials, and doctor topic summaries.
    - Enables semantic match between patient’s structured case and global medical knowledge.
    - Over time, cases themselves enrich the DB → a unique **case-to-doctor map** that compounds in value.
  - **Privacy & safety**:
    - No diagnoses or advice from us — navigation only.
    - PHI stripped before embeddings; vectors store only de-identified clinical features.
    - U.S. MVP framed as consumer navigation → FTC/CCPA compliance; HIPAA BAAs only when partnering directly with providers.
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## User Journey

1. **Day 0**: Intake form + file upload → auto Case Brief + JSON spec.
  2. **Day 1–4**: Matchmaking engine retrieves candidate specialists, navigator validates, system generates specialist cards.
  3. **Day 5**: Patient receives Case Brief + introductions; warm intros sent.
  4. **Day 5–30**: Navigator follow-up, optional concierge.
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## Differentiation

- **Affordable**: \$299 vs \$750–\$4,500.
- **Neutral**: Not tied to a single hospital brand.
- **Fast**: 5-day turnaround.

- **Explainable:** Each match comes with concrete evidence (publications, trials, institutional programs).
  - **Hopeful:** Emotional resonance in brand (*“there’s always another doctor”*).
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## Personas

- **Amputation candidate:** 65yo, diabetes, told “leg must go.” Wants a salvage option.
  - **Rare cancer patient:** 42yo, sarcoma, local oncologist lacks expertise.
  - **Parent of undiagnosed child:** years of referrals, no answers, needs direction.
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## Operations

- **Navigators:** trained medical professionals validate briefs & matches.
  - **Throughput:** 1 navigator = 20–30 cases/month with LLM assistance.
  - **QA:** weekly audit by clinical advisor.
  - **Metrics:** time-to-match, new options identified %, NPS, refund rate.
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## Brand

- **Name:** another.doctor
  - **Tagline:** *“Because there’s always another doctor.”*
  - **Logo:** wordmark + doctor silhouette + stethoscope + coral cross.
  - **Colors:** teal (trust), coral (hope), white (clarity).
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## Vision

- **Phase 1:** U.S. limb salvage navigation.
  - **Phase 2:** expand into rare cancers and rare diseases.
  - **Phase 3:** partner with insurers/employers for catastrophic navigation benefit.
  - **Phase 4:** global expert-matching network, enriched by proprietary case-doctor data.
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## Why We Win

- We **lower the barrier** for second opinions (from \$1,500+ to \$299).
- We own the **patient’s trust moment** (“what do I do now?”).
- Every case enriches a proprietary **case-to-doctor knowledge base** — defensible over time.
- We combine **emotional brand power** with **technical credibility** (LLM-driven briefs + vector-based retrieval).



# Mockups

## Step 1 — Upload

+-----+

| another.doctor [logo] |

|-----|

| [ Upload your medical report ] |

| (PDF, Word, Image) OR |

| [ Paste your text here ] |

| |

| [ Continue → ] |

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[ Note: All uploads encrypted. Privacy guaranteed ]

## Step 2 — Diagnosis Preview

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```
| Here's what we understood from your report      |
|-----|
| LEFT SIDE (Lay Summary):                        |
| "Your report shows severe artery disease... "  |
|                                                  |
| RIGHT SIDE (Structured Clinical Data):          |
| Condition: Critical Limb Ischemia               |
| Site: Left Foot                                |
| Prior Tx: Failed angioplasty                    |
| Comorbidity: Diabetes                           |
| Goal: Avoid amputation                          |
|                                                  |
| [ Looks correct ✓ ]   [ Edit ✎ ]               |
|                                                  |
|   [ Continue to Specialist Matching → ]         |
+-----+
```

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### Step 3 — Checkout (with email capture)

```
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| Get your curated specialist introductions      |
|-----|
| Within 5 business days you'll receive:        |
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	• A Case Brief (plain English summary)	
	• 2-3 introductions to vetted specialists	
	• 30-day navigator follow-up	
	Money-back guarantee: If we cannot deliver	
	≥2 introductions within 30 days → Full refund.	
	[ Icon: Shield / Guarantee ]	
	-----	
	Email: [-----]	
	Card details: [-----]	
	[ Apple Pay ] [ Google Pay ]	
	TOTAL: \$299	
	[ Secure Payment → ]	
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## Step 4 — Confirmation

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	Thank you – we've received your case	
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	Next Steps:	
	Day 1: Case Brief prepared	

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| Day 5: Specialist introductions delivered |
| Day 14: Follow-up |
|
| You'll receive email updates at: user@email.com |
|
| [ Return to Dashboard ] |
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```

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## Flow Description

### 1. Upload

- Patient uploads report (file or text).
- Backend: OCR/parse queued → store securely.
- No email required yet (reduce friction).

### 2. Diagnosis Preview

- System shows parsed **lay summary + structured diagnosis**.
- Patient confirms or edits.
- Still no email asked (trust-building phase).

### 3. Checkout (email mandatory)

- Email is now required field along with payment details.
- Copy: *"We'll send your Case Brief and introductions to this email."*
- Stripe collects payment + email (synced to your DB).
- Guarantee displayed prominently (shield icon, bold).

### 4. Confirmation Page

- Timeline of next steps shown (Day 1, Day 5, Day 14).
  - Email echoed back for reassurance.
  - Patient knows exactly what to expect.
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## Key UX Principles

- **Delay friction** → no email until they've seen value.
- **Build trust** → show parsed diagnosis before asking for payment.
- **Transparency** → guarantee visible *at checkout*, not hidden.
- **Professional reassurance** → timeline + email echo on confirmation.