

Expansion and Positioning of TribeMD

Med.IQ's Role

While Med.IQ has been playing a vital role in providing education and content for physicians, we need to go one step further:

Broader Vision

Creating a **broader, more connected healthcare ecosystem** that inspires and drives global engagement. **Our brand must convey trust, authenticity and innovation.**

Our current logo / Company's brand

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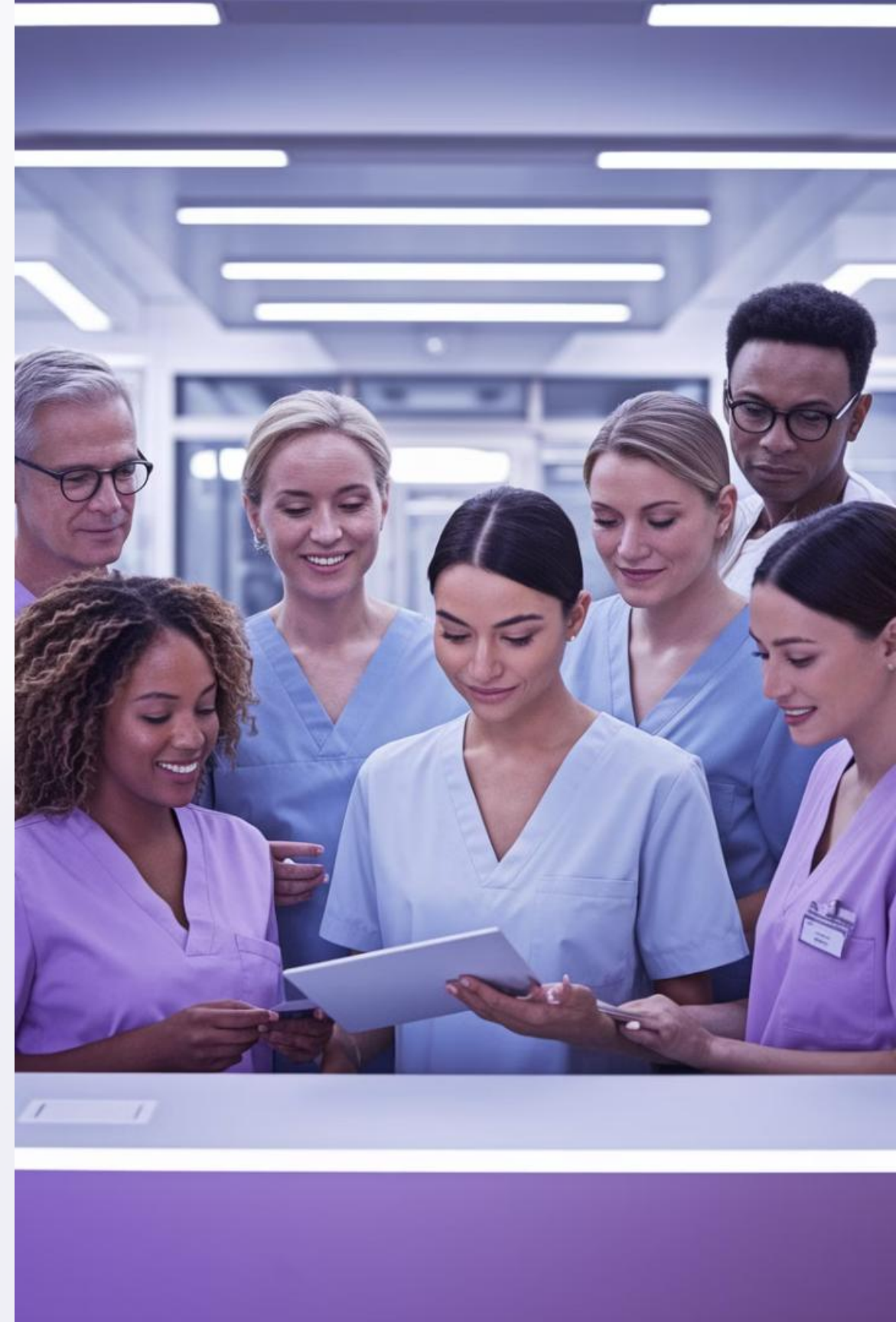
Why “TribeMD”?

1 Community Spirit

"Tribe" evokes a powerful sense of community, where members forge **strong bonds**, actively **collaborate**, share **experiences** and offer mutual support.

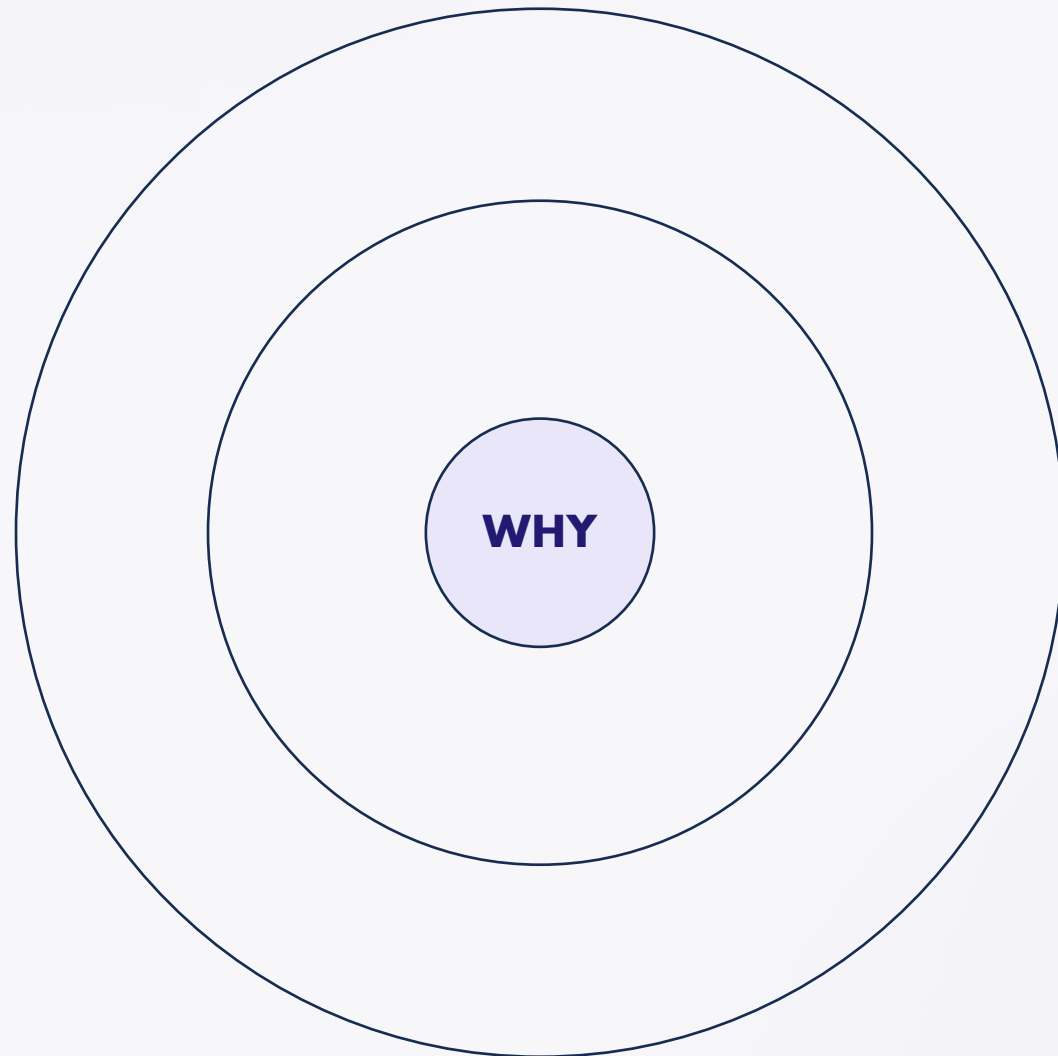
2 Unity and Purpose

It captures the **spirit of unity** and **shared purpose** within an innovative, trustworthy environment.



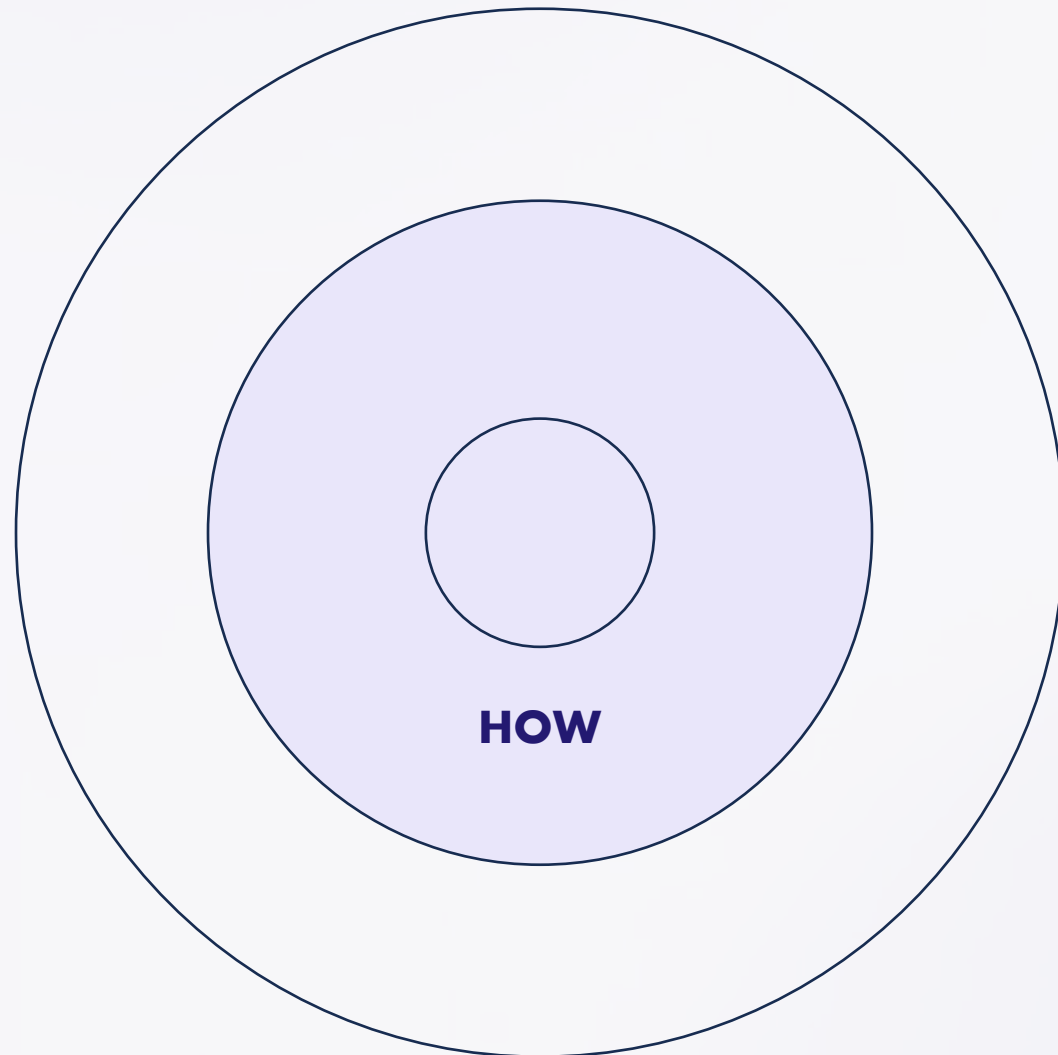
Foundation of a Forward-Thinking Healthcare Ecosystem

By upholding strict ethical standards and scientific integrity, **TribeMD** fosters credibility and trust



We are committed to shaping the future of healthcare by creating a **trustworthy ecosystem** that merges **high-level scientific expertise** with **cutting-edge innovation**, offering solutions that empower **healthcare professionals, patients** and those **seeking a better quality of life**.

Golden Circle - How



Research

Advancing medical science through rigorous clinical studies and data-driven insights.



Innovation Hub

Fostering collaboration among thought leaders, startups, and industry partners to accelerate breakthroughs.



Financial Services

Supporting healthcare professionals' financial well-being with specialized products and guidance.



Knowledge

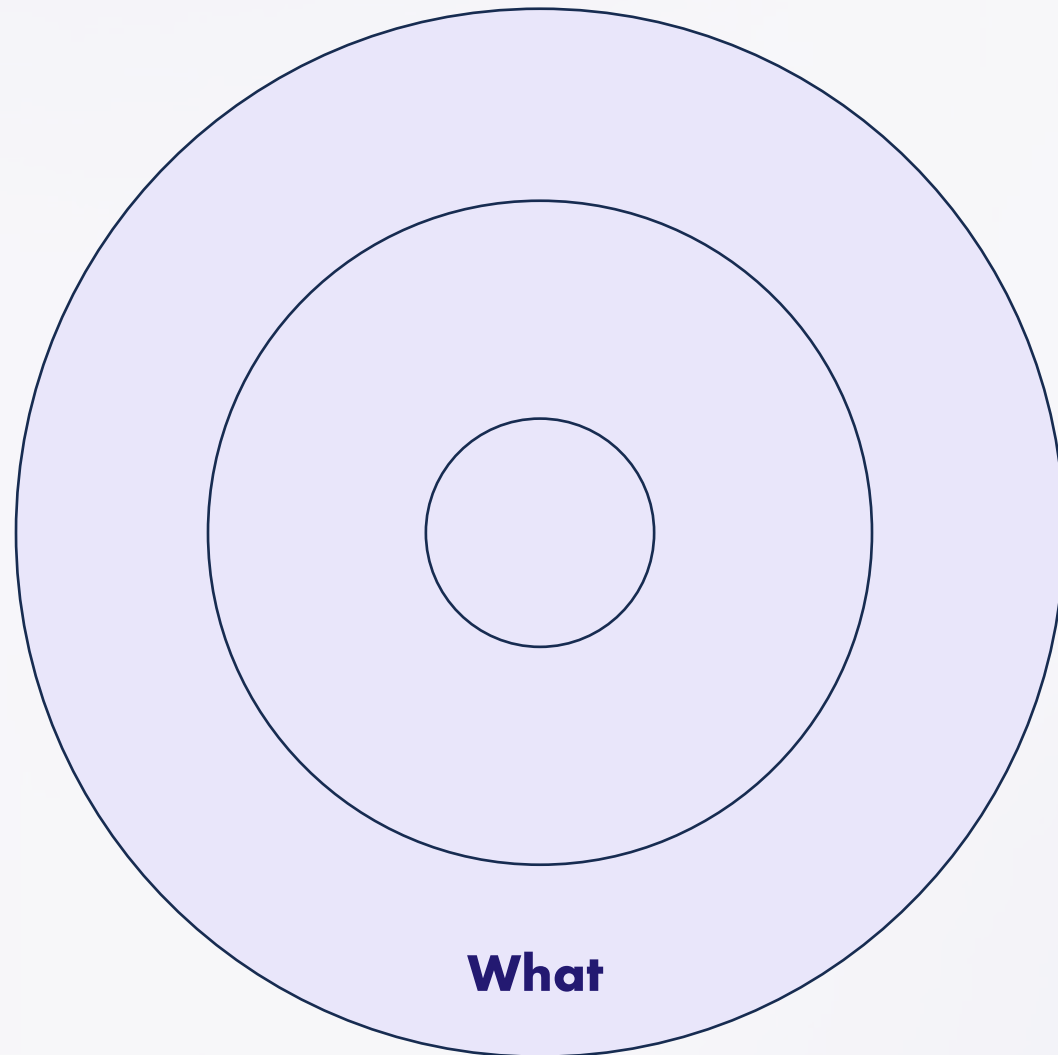
Providing top-tier education, from evidence-based articles and CME programs to postgraduate courses.



Healthspan

Prioritizing not just longer lives, but healthier ones, with preventive care, holistic wellness, and personalized healthcare strategies.

Golden Circle - What



Research

- Real-world data analysis
- Clinical Trial Protocol Development
- Manuscript & writing
- Site (development, management and monitoring)
- Publication in high-impact journals



Public Health and Innovation

- Information and services for patients and the general public
- Scaling of healthcare solutions / startups
- Offering financial solutions tailored to healthcare professionals



Knowledge

- Scientific updates
- Preceptorships
- Courses
- Webinars
- Videos
- Congress highlights
- Extension programs
- Postgraduate courses
- Discussion forums

Brand Models within healthcare segment – our competitors

Branded House

Endorsed

House of Brands



A collection of brands that leverage the value of the parent brand

A collection of different brands related to the parent brand through different levels of endorsement.

A collection of different brands, unrelated to each other, sometimes competing in the same markets.