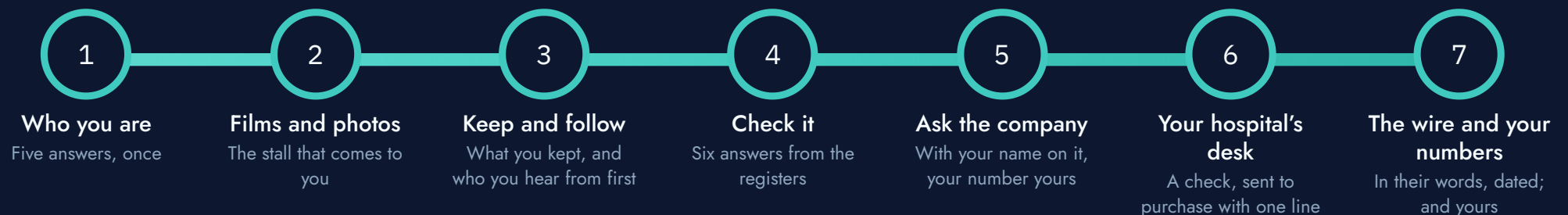


The Canipus doctor map

Seven steps, walked left to right, for a doctor, a dentist, a nurse, a resident or a student. Everything Canipus does for you sits at exactly one of them, and all of it is free. Read this once on your first day; after that the map is always on Home and the strip under every page head says where you are.



Every feature, at its stop

Seven stops, left to right. Every feature in the portal sits at one of them. The amber band under each stop says what the company sees at that moment. Each stop's page says what changes when you are a student or a resident.

1 · Who you are

Five answers, once

- Who you are, and your name
- Your specialty, up to three
- What you care about
- Where you practise
- Your proof

doctor

student

2 · Films and photos

The stall that comes to you

- The feed
- Useful
- Comments
- The product page
- A paid place

doctor

student

3 · Keep and follow

What you kept, and who you hear from first

- Save
- Follow
- Following
- The email
- Unfollow, unsave

doctor

student

4 · Check it

Six answers from the registers

- Type, paste or photograph
- The card
- Forward it
- Ask this company
- Your checks

doctor

student

5 · Ask the company

With your name on it, your number yours

- Ask
- The conversation
- The answer
- The register desk
- Contact company

doctor

student

6 · Your hospital's desk

A check, sent to purchase with one line

- The invitation
- Send
- Where it is
- From a product page
- Not my hospital

doctor

student

7 · The wire and your numbers

In their words, dated; and yours

- The wire
- Answer with one tap
- Your numbers
- Print or download
- Text size

doctor

student

The other side

A company sees your name and specialty only when you write to it.

The other side

The company sees how many watched, never who.

The other side

The company sees a follower count; you are told first when it posts.

The other side

The company sees that its device was checked, by city, never by name.

The other side

The company pays to answer you. You never do.

The other side

Purchase sees your check with your line, and can take it into a requirement.

The other side

The company sees how many read its line and pressed which answer.

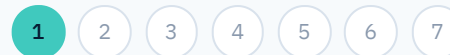


STOP 1 OF 7

Who you are

Five answers, once

Menu: 1 · Who you are. Each answer has Change.



WHY IT EXISTS

Home is built from five answers: who you are, your specialty, what you care about, where you practise, and your proof. From them Canipus shows you what companies posted for your specialty and your city, nearest first, and nothing else. Nothing on the page is sold to anyone; your number is never shown.

THE OTHER SIDE

A company sees your name and specialty only when you write to it. Until then it sees a count: how many doctors of a specialty in a city watched, never who. Your number is never shown to anyone.

IF YOU ARE A STUDENT OR A RESIDENT

Your proof is a photograph of your college or hospital ID. A person at Canipus looks at it, usually within a day, and Home works meanwhile. Contact company opens once it is confirmed.

Next: 2 · Films and photos. What was posted for you.

WHAT YOU PRESS, AND WHAT HAPPENS

- 1 Who you are, and your name**
Specialist doctor, dentist, nurse, resident, student. Your name as you sign it.
- 2 Your specialty, up to three**
What Canipus shows you first. A second specialty widens the feed; a third widens it again.
- 3 What you care about**
Twenty things chosen for your specialty, or typed. Home is sorted by them.
- 4 Where you practise**
City, state, country. Home is nearest first; a company that sells in your city reaches you, one that does not, does not.
- 5 Your proof**
Your registration number, checked against the register. Contact company opens on every product once it is confirmed. The email switch is here too: when something you follow posts, at most once a day.



STOP 2 OF 7

Films and photos

The stall that comes to you

Menu: 2 · Films and photos. Unseen first; then For you, Your specialty, Everything.



WHY IT EXISTS

At a conference a company shows you its device across a table, with the film and the brochure, for two minutes. Here the same film and the same photos reach you when they are posted for your specialty and your city, and you watch them when you have the two minutes, not when the stall does.

THE OTHER SIDE

The company posted for your specialty and your city. It sees how many watched and how many pressed Useful, by specialty and by city, never a name.

IF YOU ARE A STUDENT OR A RESIDENT

The same feed, built from your specialty and your city.

Next: 3 · Keep and follow. Keep what looks useful.

WHAT YOU PRESS, AND WHAT HAPPENS

- 1 The feed**
What companies posted for your specialty and your city, unseen first. Tap a tile and it plays full screen, with the product's name.
- 2 Useful**
One tap. It tells the company the film was worth making, and it tells Home to show you more like it.
- 3 Comments**
Under every film, with your name and specialty. A company answers there.
- 4 The product page**
From any film: the brochure, the price, the registration, the details, the company. Ask the company from here.
- 5 A paid place**
Where a company paid to be first on the shelf or pinned to a specialty, the card says so. Nothing else is ever paid for.



STOP 3 OF 7

Keep and follow

What you kept, and who you hear from first

Menu: 3 · Keep and follow. Two screens: Saved and Following.



WHY IT EXISTS

A brochure from a stall goes in a bag and is lost by the airport. Here a product you saved stays in the order you saved it, with the film, the brochure and the price still on it. A product or a company you follow reaches you first, every time it posts.

THE OTHER SIDE

The company sees that it has one more follower and nothing else. When it posts, you are told first.

IF YOU ARE A STUDENT OR A RESIDENT

The same.

Next: 4 · Check it. Is it real.

WHAT YOU PRESS, AND WHAT HAPPENS

- 1 Save**
On any film or product page. Kept for later in the order you saved it, with everything on it.
- 2 Follow**
A product, a service or a company. You see every new film and photo first.
- 3 Following**
What the ones you follow posted this week, in one place.
- 4 The email**
At most once a day, only when something you follow posts. The switch is under Who you are.
- 5 Unfollow, unsave**
One tap each. Nothing is asked.



STOP 4 OF 7

Check it

Six answers from the registers

Menu: 4 · Check it. Also the search bar on Home and the camera on a phone.



WHY IT EXISTS

A rep leaves a page on your desk. Is it registered, has it been recalled, is there evidence, what does it cost, who else makes one. Canipus reads the registers, CDSCO, the US FDA, the MHRA, the price lists, and draws one card, each answer with its source and its date. Nothing on the card is a score; every line says where it came from.

THE OTHER SIDE

The company sees that its device was checked, counted by city and by specialty, never by name. Three of the six answers only it can give: the licence, the evidence, its own record.

IF YOU ARE A STUDENT OR A RESIDENT

The same, and free.

Next: 5 · Ask the company. The price, the evidence, a demo.

WHAT YOU PRESS, AND WHAT HAPPENS

1

Type, paste or photograph

A name, a forwarded message, or the page the rep left. The card comes in a few seconds.

2

The card

Registered, recalled, evidence, price, who else makes one, and what the company says. Teal: a source says it. Amber: no source says it, only the company can. Red: a source says otherwise, both quoted.

3

Forward it

One link. A colleague reads the card without signing in.

4

Ask this company

When the device is on the register but the company is not on Canipus yet, the register desk carries your question to it.

5

Your checks

Every card you drew, kept, and the way to send one to your hospital's desk at stop 6.



STOP 5 OF 7

Ask the company

With your name on it, your number yours

Menu: 5 · Ask the company. Also Ask on every film and every product page.



WHY IT EXISTS

At the stall you ask the price and get a card. Here you ask from the film or the product page, Canipus carries it with your name and specialty, and the company answers on the same page and by email. Every line is kept in one conversation you can read again. Your phone number stays with you unless you give it.

THE OTHER SIDE

The company unlocks your enquiry with its credits, then answers you. It pays for the introduction; you never do, and Canipus takes nothing from any sale.

IF YOU ARE A STUDENT OR A RESIDENT

Contact company opens on every product once your card is confirmed.

Next: 6 · Your hospital's desk. Send a check to purchase.

WHAT YOU PRESS, AND WHAT HAPPENS

- 1 Ask**
From a post or a product page. The words are prefilled and yours to change: the price, the evidence, a demo.
- 2 The conversation**
Every line kept, dated, in one place. Price and buy requests are marked so the company answers them as such.
- 3 The answer**
On the page and in your inbox, usually within a day. WhatsApp only if you gave a number.
- 4 The register desk**
What you asked about a company not yet on Canipus is carried to it by a person, and the answer comes back here.
- 5 Contact company**
Opens on every product once your proof is confirmed. Until then, ask from the film.



STOP 6 OF 7

Your hospital's desk

A check, sent to purchase with one line

Menu: 6 · Your hospital's desk. Also Send to the desk under every check.



WHY IT EXISTS

The device you checked and want is the device purchase has never heard of. If your hospital is on Canipus, its purchase person invites you to its desk by name, and from then on any check can go there with one line from you: why this, for which patients. You see where it went: on the desk, taken into a requirement, set aside.

THE OTHER SIDE

Purchase sees your check on its desk under What you need, with your line, and can take it into a requirement or set it aside. It never sees your conversations, what you saved or what you follow.

IF YOU ARE A STUDENT OR A RESIDENT

A student is not on a desk; the rest of the path is the same.

Next: 7 · The wire and your numbers. What companies said, and what you did.

WHAT YOU PRESS, AND WHAT HAPPENS

- 1 The invitation**
Your hospital's purchase person invites you by name from the People room of the hospital portal. Home says when you are on a desk.
- 2 Send**
Under any check: one line for purchase, why this and for which patients. Optional, but read.
- 3 Where it is**
On the desk, taken into requirement 3 · ICU monitors, or set aside, with the date. Nothing more is asked of you.
- 4 From a product page**
A product can go to the desk without a check, the same way, with the same line.
- 5 Not my hospital**
Leaves the desk. Your checks stay yours; the ones already sent stay with the hospital.



The wire and your numbers

In their words, dated; and yours

Menu: 7 · The wire and your numbers. Two screens: The wire and Your numbers.

WHY IT EXISTS

Companies say things: a licence renewed, a stall in Delhi, a new size. The wire is one line a day per product, in the company's own words, dated, through the claims gate, for your specialty. Your numbers say what you did with all of it: watched, found useful, asked, checked, and what came back, as you would read it yourself.

THE OTHER SIDE

The company sees how many doctors read its line and pressed which answer, by specialty, never who.

IF YOU ARE A STUDENT OR A RESIDENT

The same.

[Back to the map. Home shows what needs you today.](#)

WHAT YOU PRESS, AND WHAT HAPPENS

- 1 The wire**
One line a day per product, signed by a real person at the company, read by the claims gate before it reaches you.
- 2 Answer with one tap**
Good to know, show me the evidence, call me. The company sees the count.
- 3 Your numbers**
Watched, found useful, saved, following, asked and answered, checked and what the registers said; by week or by month, for a period you choose.
- 4 Print or download**
As a PDF, or the questions as a sheet.
- 5 Text size**
On Home: compact, standard, large. Every page follows it.

Six lines, nothing hidden

A doctor never pays and never sees a price. Canipus is paid by the company, at the moment a real doctor asks it something, and never a share of any sale. Here is what is free, what a company pays, and what each side sees.

What	What it is	And
Everything on this path	The feed, the films, saving and following, every check, every question, the desk, the wire, your numbers.	Free, always. A doctor never pays and never sees a price.
What a company pays	When you ask, the company pays Canipus a few credits to unlock your enquiry and answer you. When it wants to be first on the shelf or pinned to a specialty for a week, it pays for that place, and the card says so.	Never a share of any sale. Never anything from you.
What a company sees	How many doctors of a specialty in a city watched, found useful, followed, checked, read the wire. Your name and specialty only when you write to it.	Never your number, never your conversations with another company, never what you saved.
What your hospital sees	The check you chose to send, with your line.	Nothing else.
What Canipus checks	A registration number against the register; a student's card by a person; every product against the register before it goes in front of you; every line on the wire through the claims gate.	Each answer on a card carries its source and its date. Nothing is a score.
What is never sold	Your name, your number, your specialty, your city, what you watched.	To anyone.

The rule in one line. You pay nothing, you are shown a price by nobody, and a company learns your name only when you write to it.

Twelve words, once

The feed

Films and photos companies posted for your specialty and your city, unseen first.

Useful

One tap under a film. The company learns the film was worth making; Home shows you more like it.

A product page

One page per device or service: the film, the brochure, the price, the registration, the details, the company, and Ask.

Save · Follow

Save keeps a product for later. Follow a product or a company, and you see what it posts first.

A check

One card on one device drawn from the registers: registered, recalled, evidence, price, who else makes one, what the company says.

Teal · Amber · Red

Teal: a source says it. Amber: no source says it, only the company can. Red: a source says otherwise, both quoted.

The register

The government's CDSCO list of licence holders; the US FDA and the MHRA for recalls. Canipus keeps a mirror and reads from it.

Your proof

A registration number checked against the register, or a student's ID card seen by a person. It opens Contact company.

An enquiry

What you asked a company, with your name and specialty. The company pays to answer; you never do.

The desk

Your hospital's purchase desk on Canipus. A check goes there with one line from you.

The wire

One line a day per product, in the company's words, dated, through the claims gate.

The walk

Seven cards on the first sign in, with a line for a student or a resident on each. Replay it from the menu: Walk the path again.

WHEN YOU ARE STUCK

Three places to look

Home is the map

The seven stops with where you have reached, what needs you today, and one button for the next step. Every page head has the strip: you are here, next is there.

Walk the path again

In the menu under The map. Seven cards, one per stop, with the student's line on each, two minutes. Nothing changes while you walk.

WhatsApp us

At the bottom of the menu. A person at Canipus answers the same day.

Everything on this path is free for a doctor. A company pays Canipus only when a real doctor asks it something, and Canipus takes no share of any sale. Every answer on a check carries its source and its date; nothing is a score, nothing is estimated.