AN INVITATION TO HEALTHCARE PROFESSIONALS

OSMF Care Specialist Network

Connecting Patients with Professionals. Strengthening the Pathway to OSMF Care.

Why does OSMF deserve greater attention?

Oral Submucous Fibrosis (OSMF) is a significant healthcare challenge in India. It can affect a person's ability to open their mouth, eat comfortably and maintain everyday quality of life. Patients may require appropriate clinical assessment, ongoing care, rehabilitation guidance and referral when indicated.

Why is a network needed?

Finding a professional with a specific interest in OSMF care is not always straightforward for patients. Some patients actively seek an OSMF-focused professional but may not know whom to approach or where to find one.

Why is JanSuta building it?

JanSuta aims to bridge this patient-access gap by building a network of healthcare professionals who are willing to engage with OSMF-related assessment, care, guidance and referral.

> **The objective is simple: help patients find appropriate professionals, while enabling doctors to participate in a shared effort to improve access to OSMF care.**

Why should a doctor care?

- Greater visibility among people seeking OSMF-related professional guidance.
- An opportunity to be featured in a specialist directory, subject to consent and agreed arrangements.
- Potential patient enquiries through planned awareness and patient-connect channels.
- Access to relevant educational resources, orientation and professional collaboration opportunities.

> Patient enquiries, referrals and clinical outcomes are not guaranteed. Every clinical decision remains with the treating professional.

Why a shared purpose, and not a loss of independence?

The network is intended to support patient awareness, professional visibility and appropriate patient–professional connections.

Participation does not replace a doctor's independent clinical judgement, nor does it require a uniform approach to every patient. Each professional remains responsible for decisions within their own qualifications, scope of practice and clinical judgement.

Better awareness. Clearer access. More connected care.

An invitation to healthcare professionals who wish to contribute to a stronger OSMF care ecosystem.

WHAT

What Is the Network, and What Does a Specialist Do?

The OSMF Care Specialist Doctor Network (Independent Professionals. Shared Purpose. Better Access to Care.) aims to make the connection easier to navigate between patient and appropriate professional consultation.

MARCEL OMR Therapy™ provides the programme framework. Participating healthcare professionals retain their independent clinical responsibility and decide what is appropriate for each patient.

> **The objective is better-connected care — not a substitute for individual clinical assessment.**

What does an OSMF Care Specialist do?

The network aims to help patients find you. You provide the clinical expertise.

Assess	Evaluate patients within your qualifications, experience and scope of practice.
Guide	Explain appropriate care options and provide professional guidance.
Manage or Refer	Decide whether care, further investigation, specialist referral or another intervention is indicated.
Follow Up	Provide follow-up according to the patient's needs and your clinical judgement.
Collaborate	Participate in awareness, education or research-related activities if interested and where appropriate.

Participation does not require every doctor to undertake every activity. The scope of involvement can be discussed during onboarding.

What are the ways to participate after joining (onboarding)?

01 OSMF Care Specialist
Participate in patient assessment, guidance, care, referral and follow-up within your professional scope through referral from our Qualified Medical Advisor. We help patients navigate appropriate professional care when further assessment or consultation is required.

02 Awareness & Education
Contribute to responsible OSMF awareness and patient education initiatives.

03 Clinical Research & Documentation
Explore suitable research or documentation collaborations, subject to applicable ethical, regulatory and institutional requirements.

04 Academic & Professional Development
Participate in knowledge-sharing, professional orientation or educational initiatives where appropriate.

05 New Product Research & Development

06 Communication and PR

Participation may be tailored to your interest, experience and availability. You are not expected to take on every role.

WHO & WHEN

Who Is Involved?

WHAT DOES IT COST?

Professional Onboarding — Free of Cost

No registration fee. No onboarding charges. No fee for inclusion in the proposed specialist directory.

Our role is to connect, facilitate and support — while clinical decisions remain with the healthcare professional.

Onboarding to the OSMF Care Specialist Network is entirely voluntary, non-binding, and carries no obligation or commitment to participate in any specific activity.

Patients	People who learn about OSMF and seek guidance. Patient choice remains important.
JanSuta Pharmaceuticals	Coordinates the network and aims to serve as a connecting link — supporting patients in finding professional care and helping participating doctors become more accessible to those seeking OSMF-related guidance.
Qualified Clinical Advisor (QCA) / in-house medical advisor	JanSuta's in-house advisor who runs the tele-consultation, assesses the patient and decides on care, guidance or referral.
Listed OSMF Care Specialists	Participating healthcare professionals who retain independent clinical judgement and responsibility for patient care.
Who is invited?	Healthcare professionals who wish to contribute to a stronger OSMF care ecosystem. Participation is voluntary.

When Does Each Step Happen?

When does the patient journey move forward?

01

Awareness & Enquiry

The patient learns about OSMF and seeks guidance from JanSuta through the website, WhatsApp and other social media platforms, followed by a tele-consultation with JanSuta's in-house Qualified Clinical Advisor (QCA).

02

Professional Assessment

The QCA assesses the patient's presentation and needs.

03

Appropriate Care or Referral

The QCA determines suitable care, guidance or referral to Listed OSMF Care Specialists within their scope of practice.

04

Follow-Up & Continued Guidance

Follow-up is considered according to the patient's needs and the professional's clinical judgement.

Your Clinical Expertise. Better Patient Access. A Shared Commitment to OSMF Care.

Connecting Patients. Supporting Doctors. One shared purpose: better access to appropriate OSMF care.

Our intention is to make participation accessible to interested professionals while helping patients find an appropriate route to care.

How is independence protected? Professional participation is voluntary. Each healthcare professional retains independent clinical judgement and responsibility for patient care.

Coordinated with support from JanSuta Pharmaceuticals

WHERE & HOW

From Patient Enquiry to Professional Connection

When Does Each Step Happen? (continued)

When is a patient redirected to a doctor?

When our in-house medical advisor considers an individual consultation necessary, patients may be guided towards a suitable participating professional, taking into account their needs, location and professional availability. This happens when further assessment or consultation is required, and a connection cannot be guaranteed in every case.

When does a doctor take part in activities?

After joining (onboarding) the network, and only in the activities that suit their professional interests and availability.

When are doctors listed publicly?

Once onboarded, and only with their consent and agreed practice and contact details.

Where Do Patients and Doctors Find Each Other?

01 **Website**
A dedicated OSMF specialist directory page at www.marceltherapy.com will help patients find participating OSMF Care Specialists in their area.

02 **WhatsApp & Social Media**
These raise awareness about OSMF and guide interested patients towards the specialist directory or an appropriate enquiry channel.

03 **Tele-consultation**
Patients are guided and redirected through JanSuta's in-house advisor.

04 **Contact JanSuta**
Phone: +91 99093 29920
Email: care@marceltherapy.com
Website: www.marceltherapy.com

How Does It Work?

How will patients be connected to you?

01 **Website-Based OSMF Specialist Directory**
Onboarded professionals are featured with agreed practice and contact details, subject to their consent.

02 **WhatsApp & Social Media Outreach**
Awareness-raising that guides interested patients to the directory or an enquiry channel.

03 **Guidance & Re-direction Through Teleconsultation**
Patients may be guided towards a suitable participating professional.

04 **Patient–Professional Connection**
The aim is a practical pathway for patients to connect with participating professionals for assessment, advice, care or referral as required. Patient choice remains important, and a connection cannot be guaranteed in every case.

How does a doctor join?

01 **CONNECT**
Express your interest in participating.

02 **ORIENT**
Discuss your professional interests, practice details and preferred level of involvement.

03 **ONBOARD**
Complete the required professional information and consent process.

04 **PARTICIPATE**
Engage in the activities that suit your professional interests and availability.

READY TO JOIN THE NETWORK?

Complete the Doctor Onboarding Form

Click here to open the form