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MEDICALCHAIN
www.medicalchain.com

RE: Marketing Manager Candidate

Dear Sir or Madam:

From my perspective, the application of blockchain technology to medicine has the potential to be one of the most revolutionary advances in human healthcare. Think of the incredible promise of emerging treatment modalities, such as genetic mapping, screening, and genomic treatments; yet, without a vessel such as Medicalchain to hold all that information together in one place, how actionable are these advances for most human beings? In effect, Medicalchain is the incubator that gives viability to the future of healthcare.

In reading your Website, I saw the description for Marketing Manager, and I'd like to submit myself for consideration to join your team. I seem to possess the unique (and somewhat eclectic) qualities you identify for your preferred candidate, namely a mixture of creative, scientific, business, and healthcare experience.

Personally, the concept of Medicalchain immediately struck me. Like millions of other people in the United States today, I have lost my medical history because of a change in insurance coverage. Of course, this means a physician who knew me as a 27-year old no longer knows me as a 47-year old—so baseline information about my blood, eyes, and urine is all gone; and the trajectory of my health is not quite so clear.

Professionally, I work as SVP Creative Director in a healthcare communications company. I have 20 years of experience, and I am responsible for the branding and promotional content for US and Global Pharmaceutical brands, primarily to Physicians. As part of my job, I need to understand the complex pathway that patients undergo from diagnosis of a condition through its progressive treatment(s). I also need to understand how a cross-functional, multidisciplinary team of providers collaborates (or doesn't) across the care continuum. In this respect, I believe Medicalchain could make a tremendous impact in outcomes—by enabling patients to carry their care with them and giving physicians the information they need to do the best possible job.

Prior to starting my career, I received a degree in classical studies from Michigan State University with a Minor in classical languages. The bulk of my curriculum was translation work. This has served me well in healthcare communications in 2 ways: It gave me strong foundational skills as a writer; and it's given me the ability to translate difficult scientific concepts into accessible ideas for any audience. In the case of Medicalchain, I do believe each end user must personally understand its value to scale up acceptance and adoption. And, I think that's probably going to require some translation work.

As you can tell, I see incredible potential in Medicalchain. I'd like to discuss how I may be able to help strengthen your team? I thank you in advance for your time and consideration, and I look forward to your response.

All the best,

Will Beck