

WE SERVE, WE CONNECT, WE DELIVER

WE ARE RARE.



Patients & Caregivers

Advocacy

Partners



WE ARE BIONEWS SERVICES

BioNews Services is a leading online health, science and research publication company that exists for one purpose: to serve the patient living with a rare disease. We do this by connecting them with current, trusted, relevant news and information. Delivered daily.

[LEARN MORE ABOUT US](#)



AMPLIFYING THE PATIENT VOICE

"BioNews patient columnists, like me, are a source of accurate, reliable information about the diseases we live with. Often the news, opinions and experiences that I share will spark on-line conversation. I love making that kind of one-to-one connection."

— Ed Tobias, Senior Patient Specialist for Multiple Sclerosis News Today

FEATURED ARTICLES



SMA Newborn Screening Grows as More States Enact Mandatory Testing

Read about state-by-state efforts to increase newborn screening of U.S. babies for spinal muscular atrophy (SMA).

[READ MORE](#)



Medical Marijuana 'Can Help Everyone,' Says Director at Maryland Facility

A Maryland company supplies medical marijuana, in one of largest joint ventures of its kind in the U.S., to treat people with chronic and rare illnesses.

[READ MORE](#)



Nonprofit Group Works to Raise Rare Disease Awareness in India

The mission of the Organization for Rare Diseases India is to raise awareness in the rapidly growing country and connect patients with U.S. advocacy groups.

[READ MORE](#)

RARE CONNECTIONS

BioNews connects daily and directly with the rare disease patient and caregiver communities that you need to reach. Our multi-channel, multi-content approach fuels these first-in-class services:



CLINICAL TRIALS



DIGITAL MEDIA



PRODUCT LAUNCH

LEADING WITH RESULTS

BioNews' proven ability to build rare disease patient communities who engage with our content daily leads to unparalleled results for our clients:



Research into our user base reveals that **90%+** of our readers identify as patients or caregivers.

[FIND OUT HOW WE CAN WORK WITH YOU](#)

WHAT WE DO.



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WE BUILD ONLINE PATIENT COMMUNITIES

BioNews offers clients access to highly engaged, interactive rare disease communities that are otherwise difficult to reach.

From disease-specific news websites, authentic patient voices and perspectives, and vibrant social media communities to engaging resource and multimedia content, our web assets work toward building engaged, dynamic patient populations in rare disease spaces. We are a gateway for healthcare focused companies to engage in intimate communication with highly targeted patient and caregiver audiences.

All BioNews' digital assets work together to:



REPEAT ENGAGEMENT

Bring patients back to our news websites daily, leading them to interact with our content and your ads and custom content.



ENCOURAGE DISCUSSION

Engage patients in discussion on popular social media channels, increasing engagement and participation that advances your campaign.



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Engage patients in discussion on popular social media channels, increasing engagement and participation that advances your campaign.



SHARE AMONG COMMUNITY

Share custom content in tight-knit communities, organically expanding your reach in a trusted, non-branded manner.

A RARE APPROACH

BioNews Services' unique, patient-focused model developed over years of testing and evolving as a biotech and health publisher. After coming to recognize the unmet needs that rare disease patient populations face online in accessing fresh, accurate, authoritative content on a daily basis, we switched from an industry-facing model to a patient-facing approach, launching niche, disease-specific news websites that cover one rare disease. By writing news and other digital content with only the patient and caregiver in mind, we are able to meaningfully connect with online patient communities on a daily basis.

Over time, this increasingly intimate connection with patient communities has led us to become more than just a news publisher in the rare disease space. In addition to news, which is written and edited by PhD researchers and veteran journalists, our sites also include authoritative perspectives from real patients, carefully sourced and cited resource pages, and engaging social media. Now, our disease-specific websites serve as anchors for vibrant, expansive "ecospheres", and our content a touchstone for rare disease patient communities to interact and engage with one another. These communities have become indispensable to many of the rare diseases we cover, filling the information gaps that exist online.

[COMMUNITIES](#)

[TEAM](#)



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REACHING PATIENTS.



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WE ARE BIONEWS SERVICES

BioNews Services is a leading online health, science and research publication company that exists for one purpose: to serve people living with a rare disease. We do this by connecting them with current, trusted, relevant news and information. Delivered daily.

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ENGAGING OUR READERS

"I think you are providing a wonderful service for those of us who have PF and need to know more as our doctors just don't have the time to spend with us. Thanks for being there!"



AMPLIFYING THE PATIENT VOICE

"BioNews is providing daily coverage of a wide range of muscular conditions, delivering both research-based content and insightful columns from patient specialists. As a columnist for SMA News Today, I have the opportunity to share my story and educate others about what life with SMA is like."

— Kevin Schaefer, Senior Community Outreach Director - SMA and Patient Specialist for SMA News Today

COMMUNITIES

More than simple websites, BioNews' web and social media platforms form vibrant, dynamic patient and caregiver communities. Across our 70+ rare disease platforms, users are engaging with our content daily and interacting with one another on how to overcome the difficulties of disease management. Some of our Rare Disease Platforms:

- AADC
- Angioedema
- aHUS
- Alport Syndrome
- Amyotrophic Lateral Sclerosis (ALS)
- Alzheimers
- Ancavascutitis
- Angelman Syndrome
- Ankylosing Spondylitis
- Batten Disease
- Breast Cancer
- Bronchiectasis
- Cerebral Palsy
- Charcot-Marie-Tooth
- Cold Agglutinin
- COPD
- Cushings Disease
- Cystic Fibrosis
- Dravet Syndrome
- Ehlers-Danlos

- Endometriosis
- Epidermolysis Bullosa
- Fabry Disease
- Familial Adenomatous Polyposis
- Fibromyalgia
- Fragile X
- Friedreichs Ataxia
- Gaucher Disease
- Genetic Obesity
- Hemophilia
- Huntingtons Disease
- Hypoparathyroidism
- Inflammatory Bowel Disease
- Immuno-Oncology
- Juvenile Arthritis
- Lambert-Eaton
- Lupus
- Lymphoma
- Mitochondrial Disease

- Multiple Sclerosis
- Muscular Dystrophy
- Myasthenia Gravis
- Myeloma
- Ovarian Cancer
- Parkinson's Disease
- Pompe Disease
- Porphyria
- Prader-Willi Syndrome
- Prostate Cancer
- Pulmonary Fibrosis
- Pulmonary Hypertension
- Rett Syndrome
- Sanfilippo Syndrome
- Sarcoidosis
- Scleroderma
- Sickle Cell Anemia
- Sjogren's Syndrome
- Spinal Muscular Atrophy (SMA)
- SMA Health Care Professionals

RARE, UNIQUE SOLUTIONS.



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We connect with the rare disease communities online that you need to reach.

Now more than ever, it is essential for companies like yours to contact and connect with patient populations in order to meet your marketing objectives. BioNews Services forges direct connections with hard-to-reach patient populations through our niche rare disease news sites, crafting fresh, authoritative content that draws in highly engaged, self-selecting patient and caregiver users. These sites offer you a powerful platform for rare disease marketing and promotion.

ACCESS TO OUR PATIENT COMMUNITIES CAN SERVE MARKETING NEEDS IN:



ACCESS TO OUR PATIENT COMMUNITIES CAN SERVE MARKETING NEEDS IN:

CLINICAL TRIALS

DIGITAL MEDIA

PRODUCT LAUNCH

PATIENT EDUCATION

MARKET RESEARCH

EVENT COVERAGE



The unique user data on many of our rare disease sites indicate that we reach **100% of rare disease patient populations.**



Research into our user base reveals that **90%+ of our readers** identify as patients or caregivers.



Our user communities are highly engaged, with a majority visiting the site **3-5 times per week.**



96% of readers indicate that they trust the accuracy, independence, and authority our rare disease content.



Our rare disease platforms are **multi-channel, multi-content ecospheres** that engage rare disease communities via e-mail, web content, and social media.

CONTACT US

For more information on our marketing services, contact info@bionewsservices.com, or fill out the form below.

<i>Name (required)</i>	<i>Email (required)</i>
<i>Phone</i>	<i>Subject</i>
<i>Message</i>	