

CIRCLE SIGNAL™

Impact Whitepaper: Protective Communication in Cancer Care
A psychosocial tool for patients in active treatment and serious medical recovery

Executive Summary

Circle Signal, Inc. is a Florida nonprofit corporation providing free psychosocial communication tools to individuals in active cancer treatment and serious medical recovery. Our platform addresses a documented but underserved clinical gap: the communication burden placed on patients during their most vulnerable period of healing.

This whitepaper presents the research foundation supporting Circle Signal's intervention model, the clinical outcomes our approach is designed to achieve, and the opportunity for care teams, foundations, and institutional partners to support its deployment.

The Problem: Communication Burden in Cancer Care

The Acute Window

Research consistently identifies the period from diagnosis through the first year of treatment as the highest-intensity phase of psychosocial distress for cancer patients. During this window, patients face not only the physical demands of treatment but the emotional labor of managing communication with dozens of concerned individuals simultaneously.

The Global Burden

Cancer patients experience social distress — including anxiety about burdening others or managing the emotional reactions of loved ones — at clinically significant rates, particularly within the first year of diagnosis. This distress is rarely addressed by existing communication tools, which were not designed with the patient's energy as the primary protected resource.

"I had 47 unread messages one day. Instead of resting, I was drowning in guilt."

— Cynthia Rodriguez, Founder & Breast Cancer Patient

Clinical Outcomes: The Evidence Base

Mitigating Social Isolation

Participating in structured online support systems is linked to improved social cohesion and patient-reported outcomes. Circle Signal provides a structured, tiered communication protocol that maintains meaningful connection without overwhelming the patient.

Reducing Reply Guilt

Addressing a patient's emotional distress through clear communication protocols significantly increases their trust in healthcare providers and improves quality of life. Circle Signal's built-in no-reply boundary eliminates the guilt of unanswered messages — not by asking patients to set limits, but by engineering those limits into the technology itself.

Offloading Caregiver Fatigue

Family caregivers experience significant fatigue and communication burden when acting as information intermediaries between patients and their broader social networks. Circle Signal automates information distribution, reducing this 'quarterback burden' on caregivers and allowing them to focus on direct care.

Health Equity and Access

By offering a Spanish-language interface and a no-download recipient experience, Circle Signal removes technical and cultural barriers to access — ensuring that underserved patient populations receive the same protective communication benefits as those with greater digital literacy.

The Intervention: Protective Communication

Circle Signal introduces a model we call Protective Communication — a structured approach to patient-initiated updates that preserves the patient's energy, privacy, and dignity while maintaining meaningful connection with their support network.

- **Tiered Circle System:** Patients assign contacts to three intimacy-based circles — Inner Circle, Support Circle, and Community — ensuring each person receives only the level of information appropriate to their relationship.
- **Write Once, Reach Many:** One update reaches all members of a chosen circle simultaneously, eliminating the burden of repeated individual conversations.
- **Emoji-Only Reactions:** Recipients respond with a single emoji. Text replies are blocked by the technology — not discouraged by social convention. The boundary is structural, not personal.
- **'I'm Resting' — One Tap:** On days when words are impossible, a single tap notifies all circles that the patient is present but resting — eliminating the silence that creates anxiety in loved ones.
- **No Download Required:** Recipients access updates through a secure private link — no app download, no account creation, no technical barriers.

Institutional Partnership Opportunities

For Clinicians & Care Teams

Request a demo to see how Circle Signal reduces non-clinical call volume, patient distress, and caregiver communication burden. Institutional licenses available with custom onboarding, admin dashboards, and usage reporting.

Request a Demo: cynthia@circlesignalapp.com

For Grant Funders & Foundations

Circle Signal is seeking grant funding to expand free patient access, conduct formal pilot studies at cancer centers, and develop a HIPAA-compliant institutional deployment infrastructure. We are currently pursuing 501(c)(3) federal tax-exempt status.

Fund the Mission: cynthia@circlesignalapp.com

For International Partners

Our Spanish-language interface and no-download recipient model make Circle Signal deployable across diverse patient populations globally. We welcome partnerships with international cancer centers, hospices, and health equity foundations.

Partner With Us: cynthia@circlesignalapp.com

About Circle Signal, Inc.

Circle Signal, Inc. is a Florida nonprofit corporation founded in April 2026 by Cynthia Rodriguez, a breast cancer patient in active treatment. The organization was built from lived experience — the recognition that no existing tool was designed to protect a patient's energy while keeping them meaningfully connected to the people they love.

Circle Signal is always free* for patients in active cancer treatment or serious medical recovery. The organization is funded by institutional licenses, grants, donations, and supporter contributions.

Circle Signal, Inc.	cynthia@circlesignalapp.com	circlesignalapp.com
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Florida Nonprofit Corporation	Founded April 2026	Always free* for patients

**Free for patients in active cancer treatment or serious medical recovery who agree to participate in anonymous usage research. Others may request access at cynthia@circlesignalapp.com.*