Simple Human Health

“Innovation to Enterprise”

Rural Development Conference 2015
LESSONS FROM A START UP

- The idea
- Commercialisation
- Lessons Learned
- Thoughts on Rural Enterprise
LESIONS FROM A START UP

The idea
ACCESSIBILITY

Personal reports across devices.
ENHANCED CARDIAC RISK PROFILE
A number of new tests pick up increased risk of cardiovascular disease. Amongst these are lipoprotein(a) and high sensitivity C-Reactive protein (hsCRP).

Your lipoprotein(a) result is 6300 mg/dL.
(Normal Range - Less than 0.30)
Your hsCRP level result is 2.00 mg/L.
(Normal Range - 100 - 3.00)

Your enhanced cardiac risk profile does not indicate an increased risk. Nonetheless, be sure to carefully look at other components of your cardiac risk profile such as Diet, Exercise, Weight, Cholesterol, Blood Pressure and Smoking to see if any action may be necessary there.

Cardiovascular disease is a major cause of premature death. In Europe, early recognition of risk factors can assist doctors and their patients to change behavior to make people live healthier and lessen this risk. People can have advanced disease and yet have no symptoms. Primary screening refers to performing tests on such a person.

PEAK FLOW
Your peak expiration flow rate is Normal.
The Peak Expiratory Flow Rate is a measure of the speed at which air is expelled out of your lungs. It is a useful tool in monitoring certain conditions such as asthma. The peak flow is plotted on a graph depending on your age, height, and gender but is subject to many variables, for example, having a cold or poor technique. However, it is useful to know your baseline peak flow rate in particular if it's low.

PULMONARY FUNCTION
Your result is Normal.
Your breathing test results are normal. Nonetheless, you should try to minimize your exposure to passive cigarette smoke. As a young smoker, be aware that smoking causes lung damage. The only way to prevent damage to your lungs is to stop smoking. There are multiple options available both in the pharmacy and on prescription but it begins with wanting to quit.

There is a range of possible pulmonary function tests. Various tests look at different aspects of the health of your lungs. One of the components of these tests asks you to blow out as quick as you can (PEF) and for as long as you can (FEV). These two readings are used by doctors to group people into either normal or people that have either an obstructive or restrictive lung disorder. This classification of restrictive versus obstructive is very helpful in considering why a person's lungs are not working as well as they could and to tailor further investigations and treatment.
HEALTH AND WELLBEING JOURNEY

YEAR 1
Establish

- Health Screening Typical Programme:
  - Lifestyle, Diet & Exercise Analysis
  - Pulse & Blood Pressure
  - Height & Weight
  - Body Mass Index
  - Fasting Glucose/HbA1c
  - Lipid Profile (Cholesterol)
  - Mental Health
  - Musculoskeletal
  - Urinalysis

- Corporate Report
- Gain Management Support
- Communicate Aims to Employees
- Plan and Implement Wellness Initiatives

YEAR 2
Expand

- Institute Healthy Food & Beverage Policy
- Identify Wellbeing ‘Champions’
- Quarterly Lunch & Learn Sessions
- Health Awareness Postcards
- Provision of Pedometers to all Employees
- Provision of walking routes
- Targeted Smoking Cessation Workshops

YEAR 3
Evolve

- Institute Team Based Wellness Initiatives
- Quarterly Lunch & Learn Sessions
- Health Awareness Postcards
- Provision of Pedometers to all Employees
- Maintain walking routes
- Targeted Smoking Cessation Workshops
- Lunchtime Pilates / Yoga Sessions

Follow Up Programmes

Evaluate

Refresh Data

Baseline Programme
LESSONS FROM A START UP

Commercialisation
COMMERCIALISATION

- LEADER Feasibility
- EI CSF 50K
- 1st Contract
- Irish Launch
- Version 1
- DOHA
- 2011
- EI HPSU €400k
- 2012
- 2013
- 2014
- 2015
- Partner onboarding UK / IRL
- UK Launch
- First UK Contract
SALES CHANNEL

WHO USES IT?

- Workplace Screening
  - Servisource Healthcare
  - HealthWatch
  - Precision Healthcare
  - UK Launch
- Executive Screening
  - Mater Private
  - Bon Secours Health System
- Primary Care
  - Waterford Health Park
  - Blackrock Medical Centre
  - Ovensy Ballincollig Medical Group
- Health Insurers
  - Laya Healthcare
  - EHA
  - Quantcast
  - Covidien
  - Merck
- Occupational Health
  - CPL Healthcare
  - EHA
  - Occupatio Health Hygiene Consultants
  - NOVARTIS
  - Mercer
  - BT
  - Bank of America
  - PepsiCo
  - ZURICH
  - Apple
  - Smurfit Kappa
  - HP
  - Bristol-Myers Squibb
  - Prudential
  - EMC
  - Ericsson
  - Sky
  - Pfizer
  - Johnson & Johnson
  - Lidl
  - GSK
LESSONS LEARNED

It’s so much harder...

1. Building product
2. Learning about the Market
3. Pricing
4. Sales & Pipeline
5. Maximising value
6. Power of the purchaser
7. Staff
8. Cashflow
9. Next Moves
10. Toll on family life
THOUGHTS ON (RURAL) ENTERPRISE

1. Innovate with the Business model vs innovative idea
2. Know the market size YOU could sell to.
3. Make sure that mkt is big enough
4. Focus on developing the customer not the sale.
5. Route to market is key.
6. Control your own destiny
7. Do what’s right for the business / location/networking/customers
8. Ask a lot of questions
9. Case studies /White papers
10. Run Scenarios with the numbers
“I think the difference with Full Health compared to our other wellness programmes was their technology streamlined the whole experience”

Ms Lindsay Smith
UK and Ireland Compensation and Benefits Department Hewlett - Packard