

## Simple Human Health

**“Innovation to Enterprise”**

**Rural Development  
Conference  
2015**

# LESSONS FROM A START UP



The idea

Commercialisation

Lessons Learned

Thoughts on Rural  
Enterprise

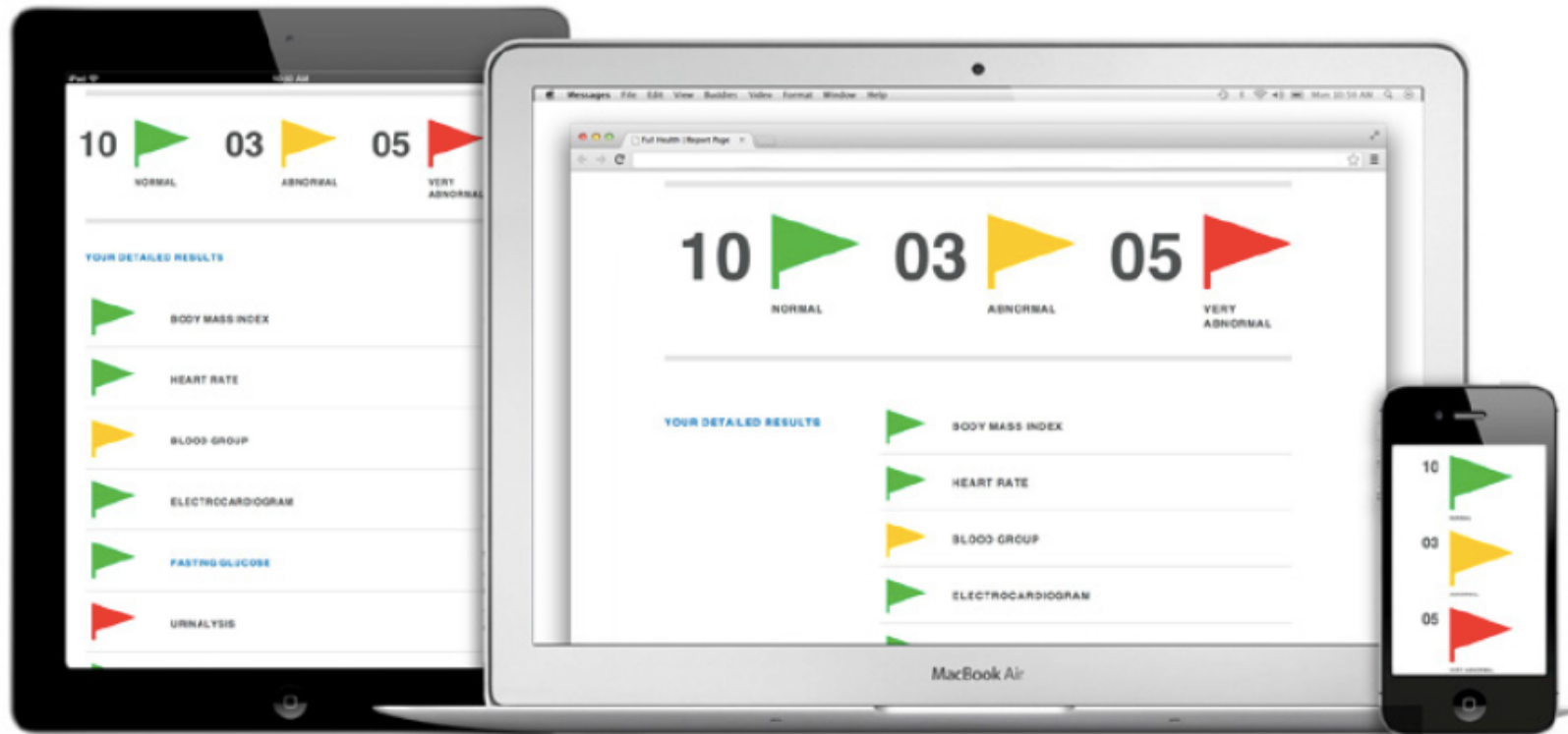
# LESSONS FROM A START UP



The idea

# ACCESSIBILITY

Personal reports  
across devices.



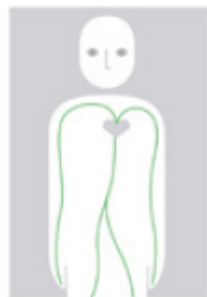
# Quality + Consistency



## Report



### BLOOD



#### 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 **0.200 g/L**

(Normal Range - Less than 0.30)

Your hsCRP level result is **2.00 mg/L**

(Normal Range - 1.00 - 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 behaviour 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.

### LUNGS



#### PEAK FLOW

Your peak expiration flow rate is Normal

The Peak Expiratory Flow Rate is a measure of the speed of air expelled out of your lungs. It is a useful test 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 minimise your exposure to passive cigarette smoke. As you are a 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 large range of possible pulmonary function tests. Various tests look at different aspects of the health of your lungs. One of the commonest of these tests asks you to blow out as quick as you can (FEV1) and for as long as you can (FVC). 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.

# INSIGHT

Build Valuable  
Data sets



## Report

### GROUP REPORT FOR ALL MEDICALS

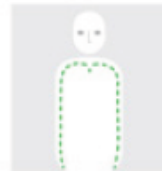
Please take your time reading through the full report. A simple flag system of green, amber and red as illustrated below should make the report easier for you to follow.

-  Normal
-  Abnormal
-  Very Abnormal

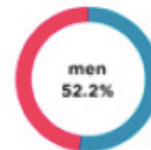
### INTERPRETATION STATS



#### CHOLESTEROL

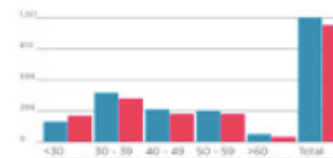


### MEDICAL HISTORY: ANGINA / HEART ATTACK



Group Age/Gender Profile

Age	Men	Women	Total
<30	153	210	363
30 - 39	402	342	744
40 - 49	309	273	582
50 - 59	290	234	524
>60	37	30	67
Total	1191	1089	2280

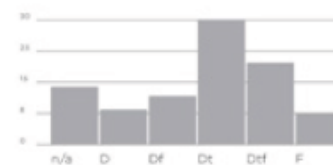


### TEST RESULT STATS

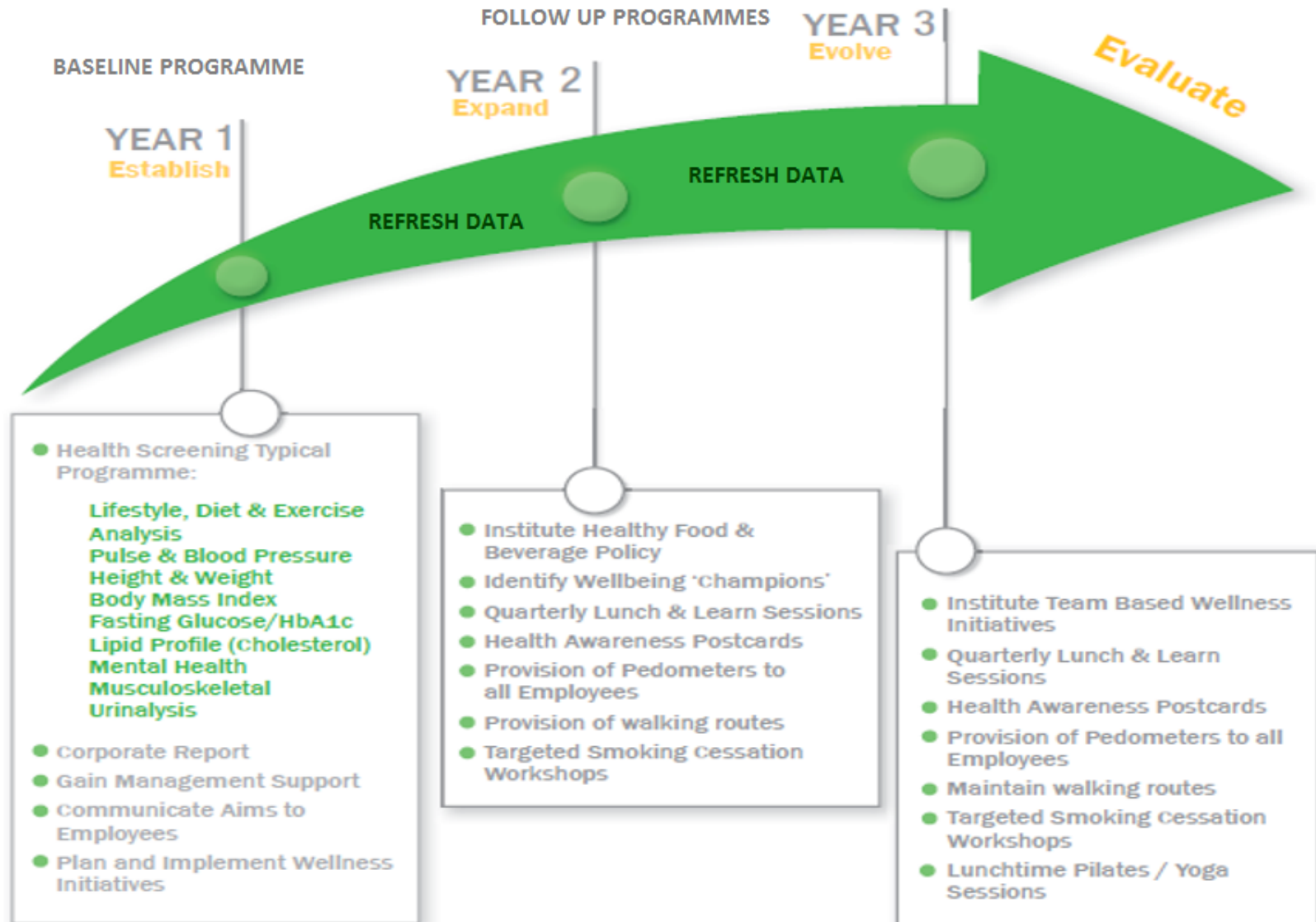
### MEDICAL HISTORY: ANGINA / HEART ATTACK

Question: Angina/Heart Attack

n/a	14
D	9
Df	12
Dt	30
Dff	19
F	8



# HEALTH AND WELLBEING JOURNEY

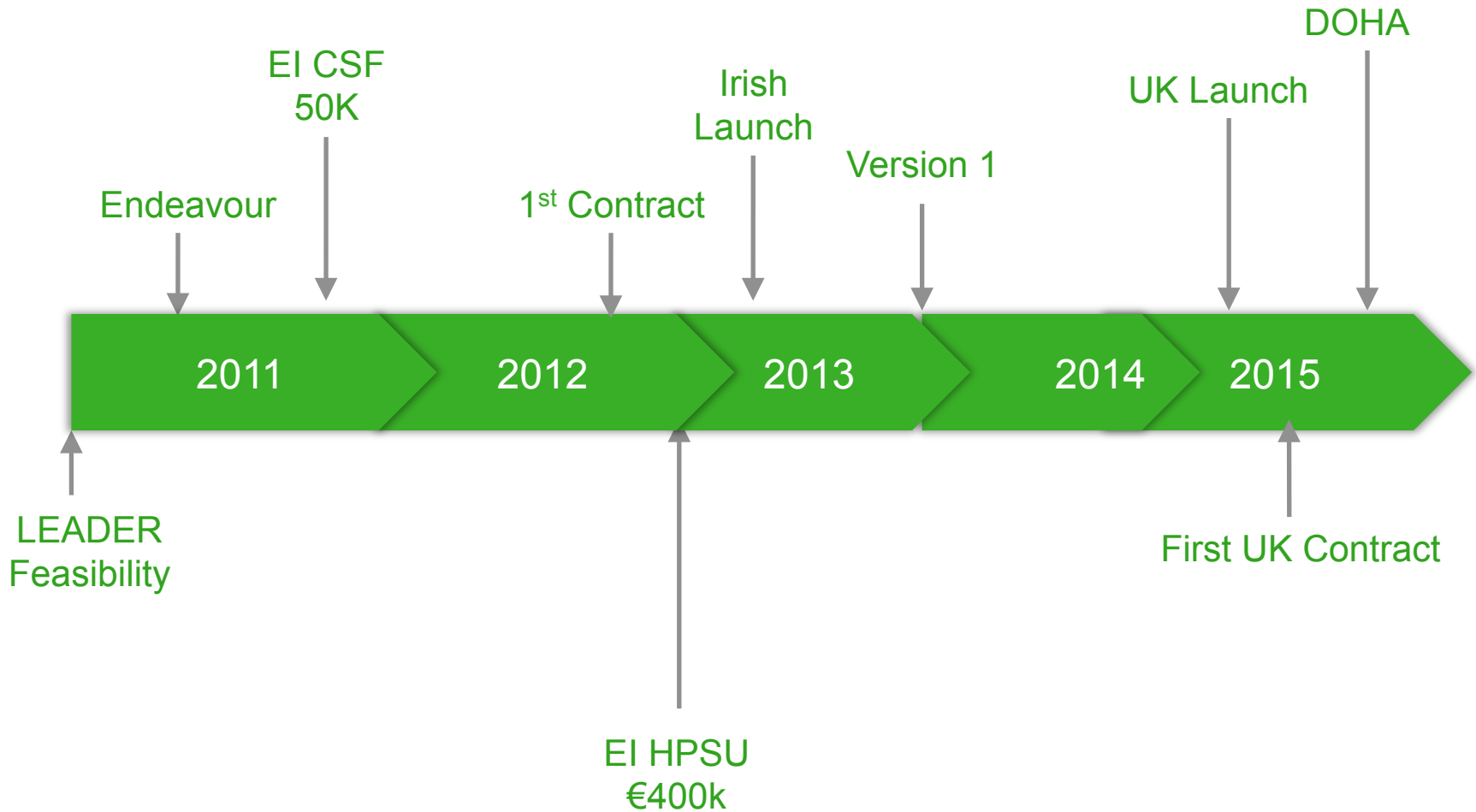




Commercialisation



# COMMERCIALISATION



Partner onboarding UK / IRL

# SALES CHANNEL

## WHO USES IT?

### Workplace Screening



UK Launch



### Executive Screening



### Primary Care



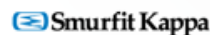
### Health Insurers



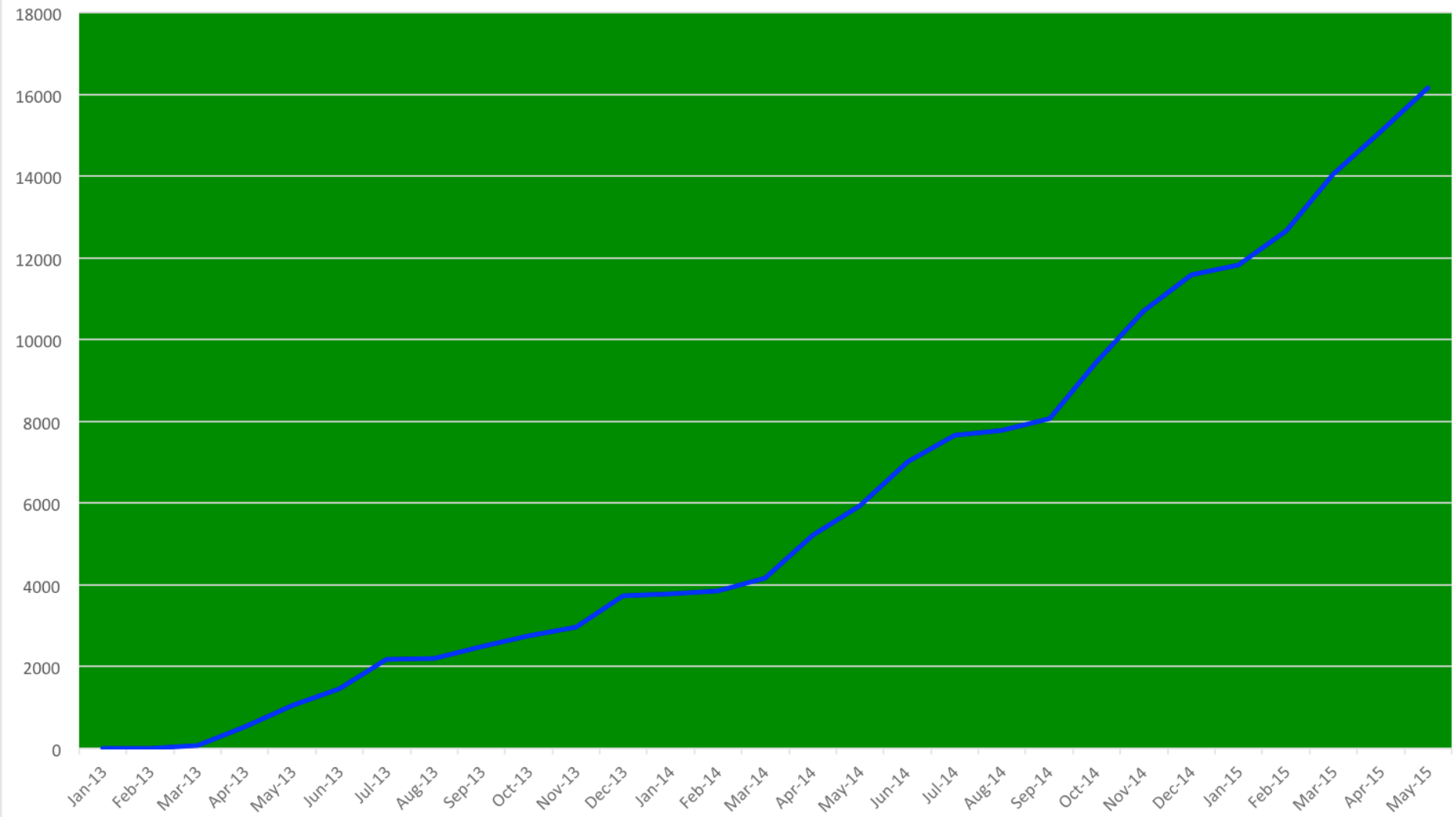
### Occupational Health



### Multinationals



## Monthly Reports



# 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**



FULL HEALTH 