

**HOW IMPORTANT IS  
IT FOR YOU TO  
MAKE REGULAR  
BLOOD TESTS?**

**TO UNDERSTAND  
RESULTS?**

**TO FEEL HEALTHY?**

A hand wearing a blue nitrile glove is holding a small, clear plastic blood test tube with a blue cap. The tube has a white label with a barcode. In the background, a white rack holds several other test tubes with different colored caps (red, blue, white). The entire scene is overlaid with a semi-transparent dark blue rectangle.

# 70%

**OF MEDICAL DECISIONS COME  
FROM BLOOD TEST RESULTS**



**50%**

**OF THE INFORMATION IN  
MEDICAL CHARTS COME FROM  
LABORATORY DATA**



A gloved hand in a blue nitrile glove is holding a blood test tube with a red cap. The tube is tilted, and a small amount of red liquid is visible inside. In the background, there is a rack filled with many other test tubes, some with red caps and others with blue caps. The entire scene is overlaid with a semi-transparent dark blue rectangle.

# 80%

**OF BLOOD TESTS CAN CATCH  
DISEASES EARLY.**

**IF BLOOD TESTS ARE SO  
IMPORTANT, WHY DO PEOPLE  
FAIL TO MAKE THEM ONCE A  
YEAR?**

A gloved hand is shown holding a blood test tube, with a rack of other test tubes in the background. The entire image is overlaid with a semi-transparent blue rectangle containing white text.

# 6 out of 10

**INDIVIDUALS WON'T TAKE A  
BLOOD TEST BECAUSE THEY  
ARE SCARED OF THE OUTCOME**



A gloved hand in a blue nitrile glove is holding a blood test tube with a red cap. The background is a blurred laboratory setting with a rack of other test tubes. A dark blue semi-transparent rectangle is overlaid on the image, containing white text.

# 8 out of 10

**INDIVIDUALS DO NOT KNOW  
HOW TO INTERPRET LAB  
RESULTS.**

**WHAT IF WE PROVIDE A PRACTICAL IDEA FOR  
THEM TO ACQUIRE A BETTER KNOWLEDGE OF  
THEIR HEALTH?**

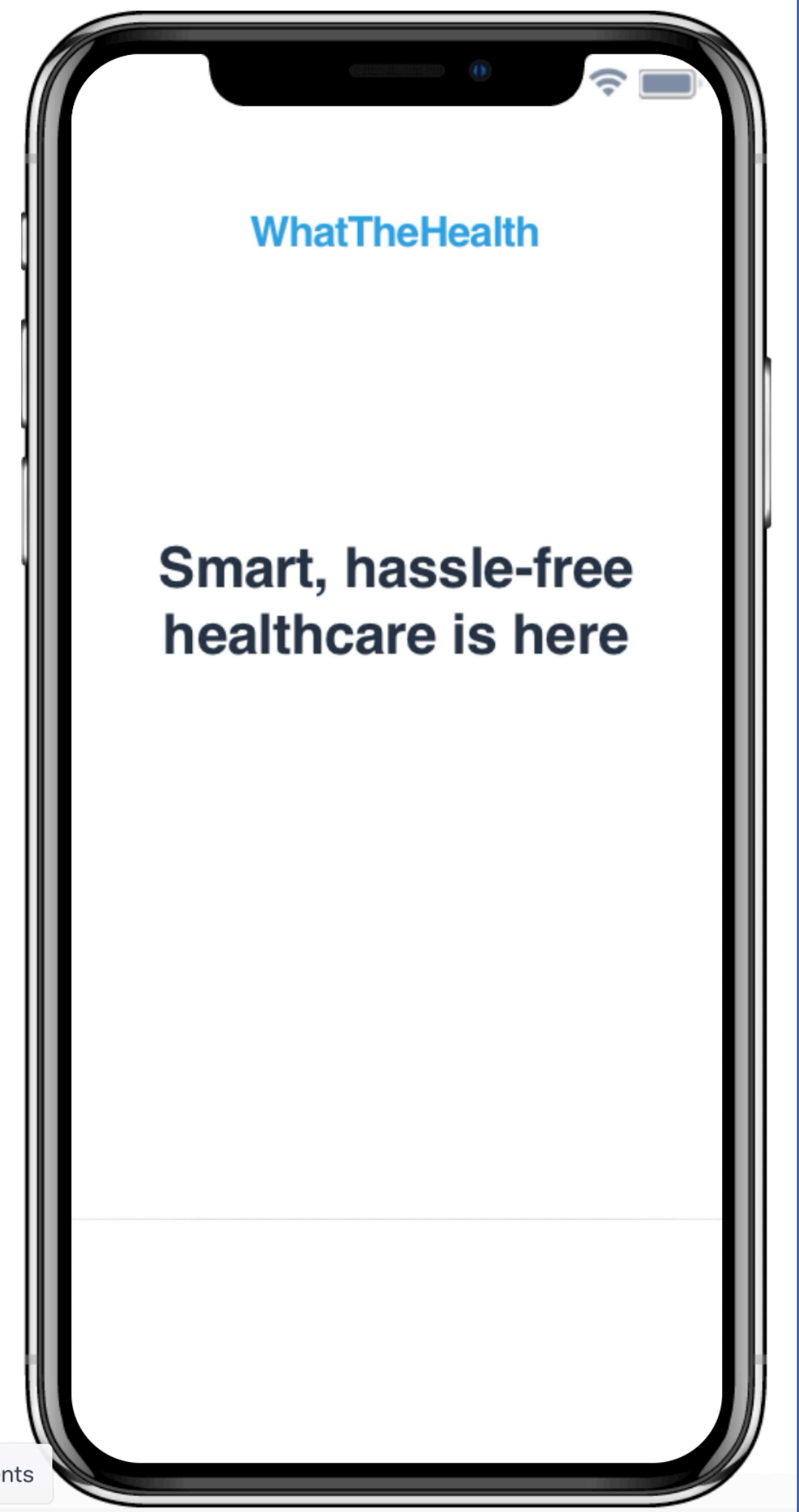
**DEMO**

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**IMPROVING VALUE FOR  
PATIENTS**

# #WhatTheHealth

The cost of today is the investment of tomorrow





# #WhatTheAdvantages

- Easy and understandable concepts
- Instant dashboard to make horizontal benchmarking (previous medical reports)
- Mobile, doctor and analysis integration
- Help patients with the ownership of their health
- Patient customization
- Facilitating personal data storage





# Thank you

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