

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

**TO UNDERSTAND
RESULTS?**

TO FEEL HEALTHY?

A gloved hand in a blue nitrile glove is holding a small, clear plastic 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 white rack filled with many other similar test tubes, some with different colored caps (red, blue, white). The entire scene is overlaid with a semi-transparent blue filter.

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 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 holding a blood test tube over a rack of other test tubes.

8 out of 10

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

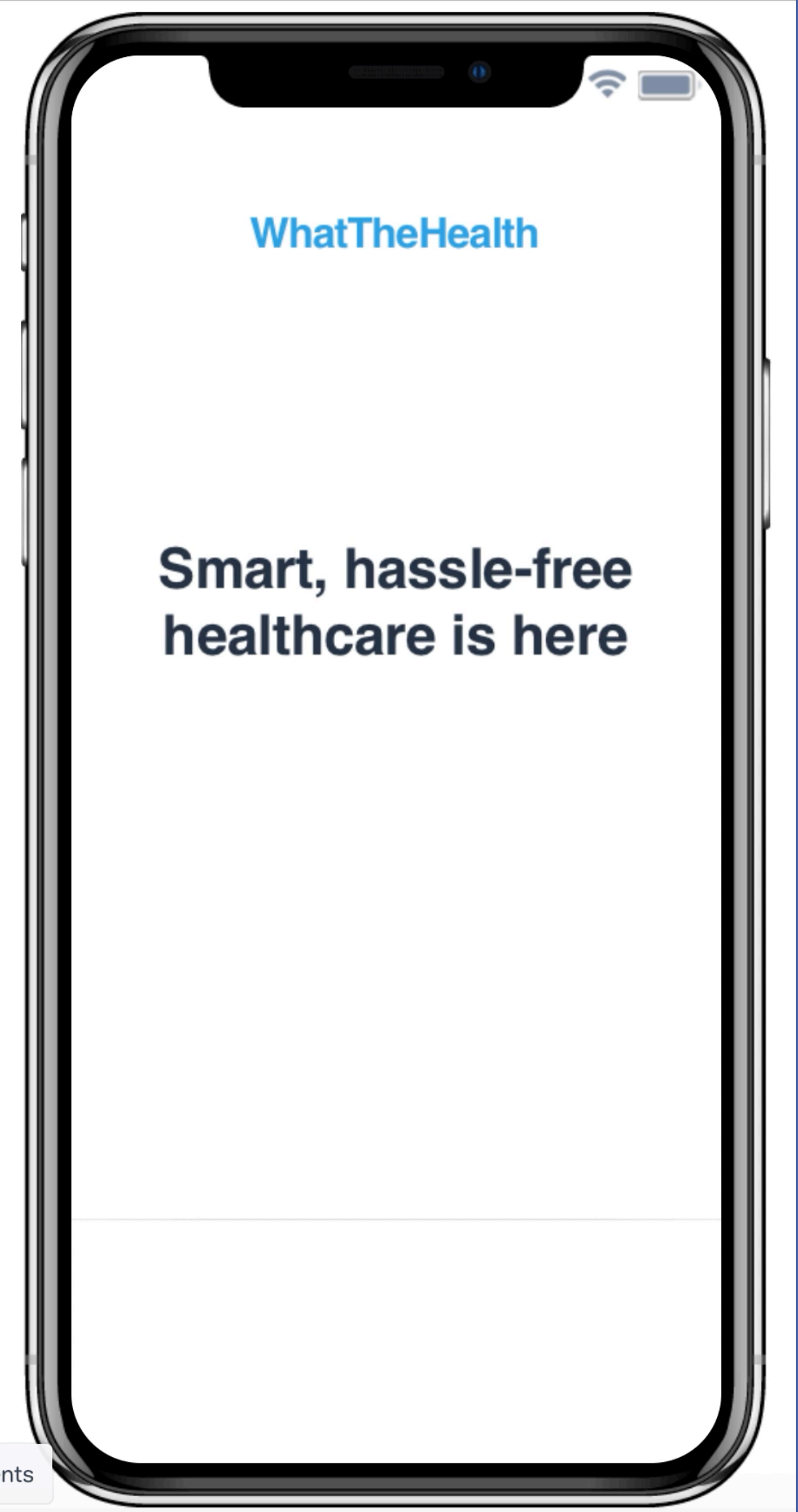
**WHAT IF WE PROVIDE A PRACTICAL IDEA FOR
THEM TO ACQUIRE A BETTER KNOWLEDGE OF
THEIR HEALTH?**

DEMO

**IMPROVING VALUE FOR
PATIENTS**

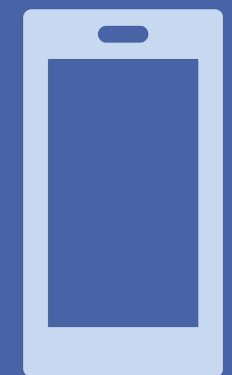
#WhatTheHealth

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
Group C