

CORPORATE WELLNESS PARTNER

# Precision Health Screening for Microsoft India

DEXA Body Composition & Bone Health • Women's Wellness Event

# Know Your Body Like Never Before

Body Insight brings medical-grade DEXA scanning directly to your workplace in our fully-equipped mobile van — no hospital visit needed.

## 15,000+

Scans completed — India's largest DEXA database

## 6 min

Per scan — fastest in the industry

## 18 page

Comprehensive report with personalised game plan

### What Is DEXA?

DEXA (Dual-Energy X-ray Absorptiometry) is the **gold standard** for measuring body composition. It separates your body into fat, muscle, and bone — region by region — with clinical precision no scale or BMI chart can match.

### What Makes Us Different

- **Mobile van** — we come to your campus
- **GE Healthcare** scanner — latest technology
- **AI chatbot** trained on 15,000+ scans
- **Reports in 2 minutes** — not days



# Trusted by **Leading Organizations**

We already partner with some of India's most respected companies and institutions.

## **Zerodha**

India's largest stock broker

## **PayPal**

Global fintech leader

## **Embassy Group**

India's leading real estate firm

## **TaeguTec**

Global manufacturing & engineering

## **WeWork**

Global flexible workspace

## **IAS Officers Assoc.**

Senior civil services leadership

### **CURRENTLY IN TALKS**

**Roku Fidelity**

Rapidly becoming the corporate wellness partner of choice for India's top tech companies, financial institutions, and government bodies.

# Why Every Woman Should Know Her **DEXA Numbers**

## 1 in 3

**Women over 50 will experience a bone fracture due to weak bones**

DEXA is the only scan that measures bone mineral density with clinical precision — catching bone loss years before a fracture.

## 80%

**Of osteoporosis patients are women**

Bone density peaks around age 30 and declines after. Early detection changes outcomes dramatically.

### HORMONAL HEALTH

#### Menopause & Body Composition

Hormonal changes affect where and how women store fat. DEXA reveals visceral fat — the metabolically dangerous fat that increases during menopause, even without weight gain on the scale.

### VISCERAL FAT

#### The Hidden Risk

Women with normal BMI can still carry high visceral fat — linked to heart disease, Type 2 diabetes, and metabolic syndrome. DEXA quantifies it. BMI cannot.

### MUSCLE HEALTH

#### Sarcopenia Starts Earlier Than You Think

Women lose muscle mass 2x faster after 50. Tracking lean mass through DEXA helps design the right exercise and nutrition plan before it's too late.

# Women's Health — The Numbers That Matter

## 61M

Women in India have osteoporosis —  
highest in the world

## 70%

Of Indian women are Vitamin D deficient —  
directly affecting bone density

## 2x

Women are twice as likely as men to  
develop osteoporosis

## 46%

Of Indian women aged 30–49 have  
abdominal obesity (NFHS-5)

## 20%

Of “normal weight” women have  
metabolically unhealthy visceral fat levels

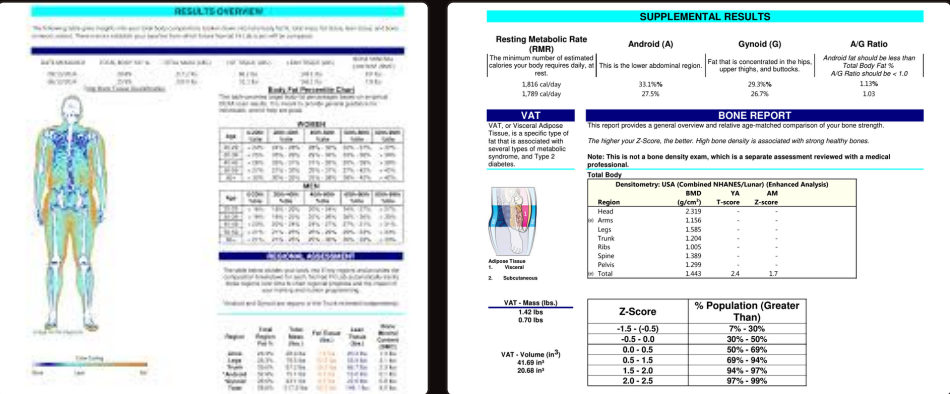
## 30s

Peak bone density age — after which  
decline begins silently

**The takeaway:** Most of these conditions are silent. BMI misses all of it. A 6-minute DEXA scan catches what BMI never could. Early awareness is the most powerful preventive tool.

# Our Report vs Everyone Else

## TYPICAL HOSPITAL DEXA REPORT



1–2 pages of raw data. No explanation.  
No metabolism. No nutrition. No game plan.

## BODY INSIGHT REPORT

- 18 pages — comprehensive and beautifully designed
- Metabolism baseline — resting metabolic rate & caloric needs
- Nutrition baseline — macro guidance tailored to your body
- Visceral fat analysis with health risk context
- Muscle imbalance mapping (left vs right)
- Trend tracking across multiple scans
- Personalized game plan
- AI chatbot trained on 15,000+ scans

### TENET DIAGNOSTICS

₹4,200

20 min scan time  
Basic 1–2 page report

### HOSMAT HOSPITAL

₹8,000

15–20 min scan time  
Basic 1–2 page report

### BODY INSIGHT

Custom Rate

6 min • GE Healthcare  
18–page report + AI chatbot

# How the Scan Works

## 01

### Register

Employee signs up through our booking portal. Under 1 minute. No medical prep.

## 02

### Walk Up to Van

Walk to the mobile van on campus. No clothing restrictions, no fasting, no side effects. Just remove metal.

## 03

### The Scan

Lie flat. Our GE Healthcare scanner passes over the body. Painless. Just **6 minutes**.

## 04

### Get Report

18-page report delivered within 2 minutes. AI chatbot available 24/7 for personalized guidance.

### Scan Details

- **Technology:** Latest GE Healthcare DEXA scanner
- **Duration:** Just 6 minutes — others take 12–15 min
- **Radiation:** Same as eating 4 bananas — completely safe
- **Throughput:** ~8–10 people per hour
- **No restrictions:** No clothing changes, no fasting, no side effects
- **Only rule:** Remove metal items (jewellery, belt buckles)

### What We Need From Microsoft

- **Parking space** for our mobile DEXA van on campus
- **Power supply** connection near the parking spot
- **That's it.** Everything else is inside our van

**Zero rooms. Zero furniture. Zero setup from your team.**

# Our Services

End-to-end health insight — from scan to action plan.

CORE

### DEXA Body Composition Scan

- Total body fat %, lean mass, regional breakdown
- Visceral fat measurement
- Left vs right muscle imbalance detection
- Metabolism & nutrition baseline analysis
- Comprehensive 18-page report

AI-POWERED

### AI Health Chatbot

- Trained on **15,000+ DEXA scans** — largest database in India
- Ask anything about your report — anytime, anywhere
- Personalized insights based on your scan data
- Data from elite athletes to senior citizens
- Instant, on-demand — no scheduling

CORPORATE

### Wellness Program Support

- Mobile van scanning events at your campus
- Group health education sessions
- Anonymized aggregate reports for HR
- Quarterly re-scan programs
- Dedicated account coordination

FOLLOW-UP

### Progress Tracking & Re-Scans

Trend comparison across scans

Updated game plan from new data

Recommended every 3–6 months



# Data Privacy, Safety & Security

Employee health data is treated with the highest level of confidentiality.

## Individual Privacy

- Reports sent only to the individual employee
- Microsoft HR does **not** receive individual results
- No personal health data shared with employer
- Consent obtained before every scan

## Data Security

- All data encrypted in transit and at rest
- Secure cloud infrastructure
- Access restricted to authorized personnel
- Retention policies aligned with healthcare standards

## Corporate Reporting

- Only anonymized, aggregate data for HR
- E.g. "40% had low bone density" — no names
- Measure wellness program impact without compromising privacy

**Our commitment:** Fully compliant with Indian data protection regulations. Happy to work with Microsoft's legal and compliance teams. NDAs and DPAs signed on request.

# Registration & Operations

**01** **Microsoft Sends Invite**  
Internal email or Teams message with event details and registration link.

**02** **Employees Register**  
Self-service portal. Pick a time slot. Digital consent captured automatically.

**03** **Event Day**  
Van arrives on campus. Fully turnkey — check-in, scan, report delivery.

**04** **Reports Delivered**  
18-page report within 2 minutes. Aggregate summary for HR. Re-scan scheduling.

**Active in:** Bengaluru & Hyderabad. Mumbai launching within a month.

**Capacity:** 40–60 scans per day. Multi-day events for larger groups.

LET'S BUILD A HEALTHIER WORKPLACE

## **Ready to Partner with Microsoft India**

[bodyinsight.in](https://bodyinsight.in)