



LIFEOMIC  
PRECISIONWELLNESS

WHITEPAPER

# LIFEOMIC PRECISION WELLNESS For Hospitals & Clinics



# Transforming Wellness for Hospitals and Clinics

Unfortunately, current corporate wellness programs fall well short of their goals. Multiple studies demonstrate a failure of such programs to generate any return on investment. The situation is even worse for hospitals and clinics where promoting health is a mission that isn't always reflected internally. You need a single program that can effectively promote healthy behavior change among both medical and support staff. It needs to be science-backed through proven research, especially to cater to your incredibly intelligent but often stressed and busy staff.

## In these settings traditional wellness programs face the following hurdles:

- **Poor adoption**, largely because they fail to engage employees where they spend so much of their time – on their mobile devices - and because they fail to build a supportive community of peers, family and friends.
- **Flimsy scientific basis.** Traditional wellness programs focus on onerous health surveys and superficial health assessments.
- **Complete lack of genetic and biomarker testing** and inability to provide personalized health guidance.

Ultimately, traditional wellness programs consist of lofty-sounding websites and expensive programs that have little impact on employees' health.



## It Is Time for the Next-generation of Wellness Programs

LifeOmic Precision Wellness takes a different approach to employee wellness by applying technologies battle-tested in the world of precision medicine and patient engagement. It consists of the following pieces:

- A sophisticated and secure management portal that can aggregate all types of medical information, including genetic information, electronic medical records, user-supplied information and data coming from fitness trackers and other wireless devices.
- A mobile app, LIFE Extend, that employs gamification, social interaction, entertaining educational materials, experts available for coaching, modern UX design and personalized recommendations in order to drive adoption.
- An overall grounding in evidence-based techniques that are well-established to improve health and decrease disease risk.

LifeOmic's core technologies were developed to help cancer researchers at major academic medical centers aggregate large-scale patient data and deliver highly personalized therapies, and also tools to empower the patient to engage more in their own healthcare.

This provides an incredibly strong foundation for company wellness programs. We know because we are just like you, with an innovative workforce that leverages technology in every aspect of their lives.

The advantages of this approach are many and include:

**Scientific validity.** LifeOmic Precision Wellness drives a more intelligent wellness program that incorporates genetic and molecular testing along with information from electronic medical records and wireless devices. In addition, our health tracking apps feature educational articles on various health topics written by scientists for other scientists and lay users alike.

**Easy deployment.** You won't have to deploy any software or manage any servers with our cloud and mobile solution. Users simply click a link to install the LifeOmic LIFE Extend mobile app, available for both iOS and Android, and affiliate with your institution's account.

**Foundation for education.** Researchers are far more engaged when studying their own health information. The LifeOmic Precision Wellness solution is the ideal basis for teaching bioinformatics, genetics and precision medicine, all needed to modernize your healthcare system, because researchers and clinicians can delve into their own personal biologies.





**Deep engagement.** By gamifying scientifically-established health practices and providing a wealth of facilities for social interaction, LifeOmic Precision Wellness drives far greater adoption and engagement than traditional wellness programs.

**Tapping into the Quantified Self movement.** There is a trend around individuals taking control of their health outcomes by collecting data about themselves and using it to analyze their own fitness and health. This is common among health professionals who understand the importance of being their own best advocates in the healthcare system. Inexpensive devices such as fitness trackers, glucose meters, wireless blood pressure cuffs and many others are increasingly available and can collect valuable information. Your staff can now take an active role in understanding their own genetic backgrounds and physiological parameters in order to improve their health and day-to-day performance.

**Leveraging the power of Social.** Our friends, family and other peers can have a significant impact on our health decisions and behaviors. Social influence is particularly salient in the age of social media and instant messaging. Precision Wellness leverages the power of social proof for positive health change, by allowing employees to connect, send encouragement and share their progress visually with peers as well as health professionals or institutional health coaches.

**Tight security.** LifeOmic Precision Wellness is HIPAA-compliant, SOC 2 Certified and HITRUST CSF Certified.

**Extend to patient population.** The same Precision Health Cloud platform and LIFE Extend application can be used to support wellness and empowerment in your patient population. LifeOmic mobile apps are used by more than 1 in 250 adults in the US to drive healthier behavior and support major population health initiatives such as Indiana's All IN for Health.

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**Unlimited scalability.** LifeOmic's Precision Health Cloud currently stores hundreds of terabytes of patient data for various cancer and precision health research efforts around the U.S. 1 in 500 adults in the U.S. currently use LifeOmic's mobile applications.



## The Five Pillars of Health

LifeOmic has proven experience in delivering health applications that educate, engage large numbers of users and use social reinforcement to drive behavior change. LIFE Extend - the employee facing mobile app that accompanies LifeOmic Precision Wellness - is based on five pillars of health that have emerged from decades of scientific research on the lifestyle factors that have the greatest impact on our health and disease risk:



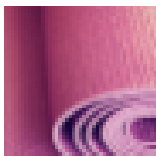
**Nutrition** – Users can easily track and visualize their fruit and vegetable intake. This simple focus on plant foods creates a positive message for healthy eating that promotes impactful change, as opposed to unsustainable restriction of “bad” foods that often counterintuitively has little long-term value. Your employees will be more mindful of their food choices in ways that improve wellbeing from gut health to cognitive function.



**Exercise** – User can track any form of exercise and activity. Establishing and maintaining healthy exercise habits is critical for healthy living and high energy levels.



**Sleep** – Users can track and establish better sleep habits, improve their sleep hygiene and identify sleep issues and potential causes. Sleep is directly related to brain health and metabolic health. A CDC (Center for Disease Control) study recently showed that 1 in 3 adults do not get enough sleep. This means that a third of your employees are not getting enough sleep to perform at their potential.



**Mindfulness** – In the often high-stress, high-intensity, high-stimulus environments of society, it is important to find time to be truly present. Learning mindfulness practices can reduce anxiety and depression, lower blood pressure, reduce burnout and improve cognition. Mindfulness practices can also boost memory, concentration and job performance.



**Intermittent Fasting** – Studies in both humans and animal models have shown significant health benefits of time-restricted feeding and intermittent fasting, such as improved sleep and circadian rhythms, weight loss, metabolic and heart health and even protection of healthy cells and tissue during injury and chemotherapy, for example. Intermittent fasting typically refers to not eating for periods between 12 and 36 hours at a time.

LIFE Extend also fosters social connectedness through social groups called Circles. Circles are groups of users who can share their progress across the five pillars, interact with one another, participate in challenges and engage with researchers to help advance disease diagnosis and treatment. Circles can be created and managed by your administrators or users themselves. For example, your administrators can create Circles for your entire company, departments and teams. Users can be members of as many Circles as they and you would like. Make Circle-wide announcements about health challenges, social wellness events and even tips for eating right and exercise.

## Integrate and Extend

LifeOmic Precision Wellness can be integrated with your internal systems quickly and easily. An open API makes it easy to integrate with other applications including identity management, HR, CRM and other systems.

The LIFE Extend mobile app can be customized to provide additional functionality specific to your company. The LIFE Extend user interface consists of a set of tiles. When tapped, each tile leads the user to another page that displays appropriate information and functionality. With the LifeOmic Marketplace, you can easily create new “applets” that appear as additional tiles on the LIFE Extend interface and are available only to stakeholders of your institution.

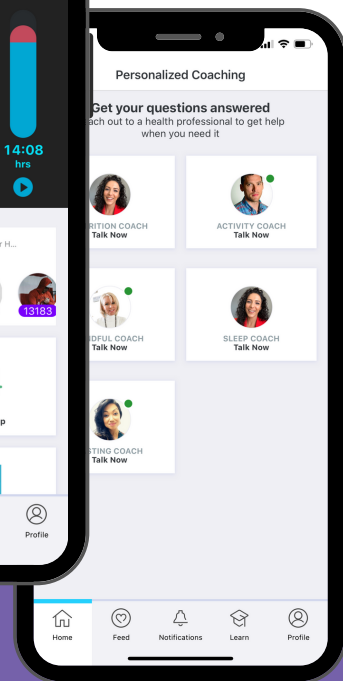
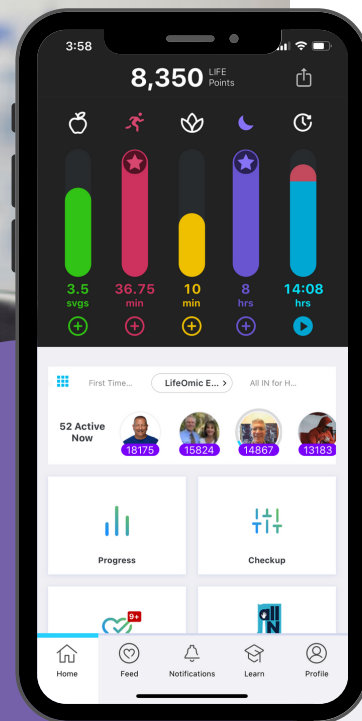
### Example uses include:

- Providing mobile access to important HR information
- Scheduling a doctor's appointment
- Reporting a sick day
- Checking the balance of a Health Savings Account or Flexible Savings Account
- Requesting assistance with a medical problem



## Advanced Capabilities

LifeOmic Precision Wellness even allows you to offer real-time services that incorporate audio and video sessions right from users' smartphones. Create a directory of service providers such as physicians, weight loss coaches, dietitians, mindfulness experts, mental health counselors and other experts. Such access can be free or have a cost. The app automatically handles payments and allows you to bring the world of telemedicine to your staff. The experts can be any combination of employees and third-party providers that you choose.



## See the Results

The backend of LifeOmic Precision Wellness is provided by the medical-grade Precision Health Cloud used by major academic medical centers in cancer research and other applications. The Precision Health Cloud web UI allows authorized users to analyze the aggregate information. Researchers cannot look at the medical data for any specific individual but can examine aggregate data using a rich set of visualizations. They can even define specific cohorts using a wide variety of data elements as filters. Examples of such data elements include:

- Age
- Biological sex
- Physical characteristics (e.g. height, weight, BMI, etc.)
- Medical conditions (e.g. hypertension, diabetes, etc.)
- Medications (e.g. statins)
- Genetic variants (e.g. ApoE4)
- Measurements (e.g. blood pressure, resting heart rate, etc.)
- Molecular tests (e.g. LDL, HDL, c-reactive protein, insulin, fasting glucose, etc.)
- Many more...

Easily create a wide variety of visualizations such as graphs and charts to compare cohorts or groups of users who share some characteristics, or to follow a given cohort over time. Now you can actually see the effectiveness of your wellness program in concrete terms such as weight loss or improvement in insulin sensitivity. Even run machine learning models based on the information in order to predict outcomes.

LifeOmic Precision Wellness is HIPAA-compliant, SOC 2 Type II Certified and HITRUST CSF Certified. Granular access controls allow you to determine who can access this aggregate information. No access is provided to the medical data of specific individuals.





## Getting started is easy.

In the LifeOmic Precision Wellness management portal, you can invite users by email address or provide a link that employees, and optionally their family members, can use to download the application and join your organization. You have full control of who can - and cannot - join your organization.

When users click the email or link to join, if they do not have LIFE Extend they will be taken to the appropriate Android or iOS app store for the free download. Once they download LIFE Extend, they will automatically be joined to your organization. If they already have LIFE Extend, clicking the link will join your organization within their app.

### Once a user has joined your organization, you can:

- Define cohorts of users based on an unlimited number of criteria such as activity level, BMI, survey results, age, etc.
- Use custom organizational tiles and applets to provide access to organizational information and links to other company systems and resources.
- Create Circles - public or private collections of users that you manage.
- Easily message cohorts or all users.
- Create your own or leverage the science-backed LIFE Apps
- Learning Library, to distribute health educational materials.



## Address Staff Health Issues

- **Stress and Burnout.** Promote easy-to-adopt healthy behaviors to reduce stress, prevent burnout and avoid chronic disease
- **Diabetes.** Guide employees to adopt practices proven to help them lose weight and improve insulin sensitivity.
- **Hypertension and Heart Disease.** Encourage employees to eliminate the conditions that lead to heart issues.
- **Cancer.** Reduce the risk of developing cancer and help employees obtain the best possible care if they do. LIFE Extend can even point employees toward specific clinical trials right for them.
- **Smoking.** Help employees through the process of smoking-cessation with constant coaching and encouragement.

## Change Wellness in Your Institution

LifeOmic Precision Wellness can activate wellness within your company.

**You can now improve the health of your team through a single platform.**

Because it is cloud and mobile, deploying our platform across your institution takes minutes, not months. Users can download the LIFE Extend app and link to your company in a single click.

**Visit [PrecisionWellness.io](https://PrecisionWellness.io) to schedule a demo.**

