

The background of the slide features a light blue, semi-transparent image of various blood cells, including red blood cells and white blood cells, under a microscope. Overlaid on this background is a white molecular structure logo consisting of a central green dot connected to four other green dots. The text "HealthDiagnosticLaboratoryInc." is centered horizontally and partially overlaid by the molecular logo. The word "Health" is in grey, "Diagnostic" is in green, "Laboratory" is in grey, and "Inc." is in green.

HealthDiagnosticLaboratoryInc.

House Appropriations Committee

January 16, 2013



Our History



Our History

- June 2009: CEO Tonya Mallory cashed in her 401(k) & closed on first capital to start the company.
- Started HDL in incubator space of Virginia Biotech Park on Leigh St. (150 sq ft of space)
- First patient samples received Nov. 13, 2009. There were 9 employees at the time.
- Today, HDL, Inc. receives 4,000 samples a day, employs more than 600, and is building a quarter million sq ft of advanced lab space in the City of Richmond.
- Tonya Mallory was named the 2012 Ernst & Young National Entrepreneur of the Year, Emerging Company Category.

HealthDiagnosticLaboratoryInc.

Diagnostic Disease Diagnosis

Patient

Name: Test M Smith
 Fasting Status: 12 hours
 Height: 5 ft 11 in
 Weight: 200 lbs

File ID: R34R

Gender: Male
 BMI: 28
 Prev. BMI: 5/2/2011: 28

Birthdate: 8/12/1928
 Age: 83

Phone #: (678) 555-1212
 Patient ID #: 12346

Specimen

Collection Time: 2:38 pm
 Collection Date: 5/6/2011
 Received Date: 5/6/2002

Specimen ID: 10022300198
 Request Code: Complete
 Report Date: 1/13/2012

Laboratory Test	Notes	High Risk	Intermediate Risk	Optimal	High Risk Range	Intermediate Risk Range	Optimal Range
Total Cholesterol (mg/dL)		135	200		≥ 240	200 - 239	
HDL-C Direct (mg/dL)				70	≥ 130 CHD & CHD risk eq. > 100	100 - 129 CHD & CHD risk eq. 70 - 100	
HDL-C (mg/dL)				100	< 40	150 - 199	
LDL-C (mg/dL)				110	≥ 200	130 - 199	
Triglycerides (mg/dL)					≥ 160		
					≥ 80		
					≥ 1300		
					> 30		
					> 30		
					< 134		
					< 28.0		

HDL is filling a need

Disease Management with Lab Services

➔ Specialized in 4 chronic diseases

- **Cardiac Disease** (The American Heart Association has recently estimated that by 2030 over 40% of the US population will have some form of cardiovascular disease.)
- **Diabetes** (11% of population >20 yo, 26% of population <20 yo)
- **Metabolic Syndrome** (25% of the US population)
- **Fatty Liver Disease** (NAFLD in 20% of US population)

➔ US Census reports approx. 314 mill people in the US

Chronic Disease Affects Public Budgets...

- ➔ More than 90% of government healthcare spending is associated with treating patients with one or more chronic and preventable conditions.
- ➔ 20% of Medicare patients are treated for five or more chronic conditions and account for half of total Medicare expenditures.

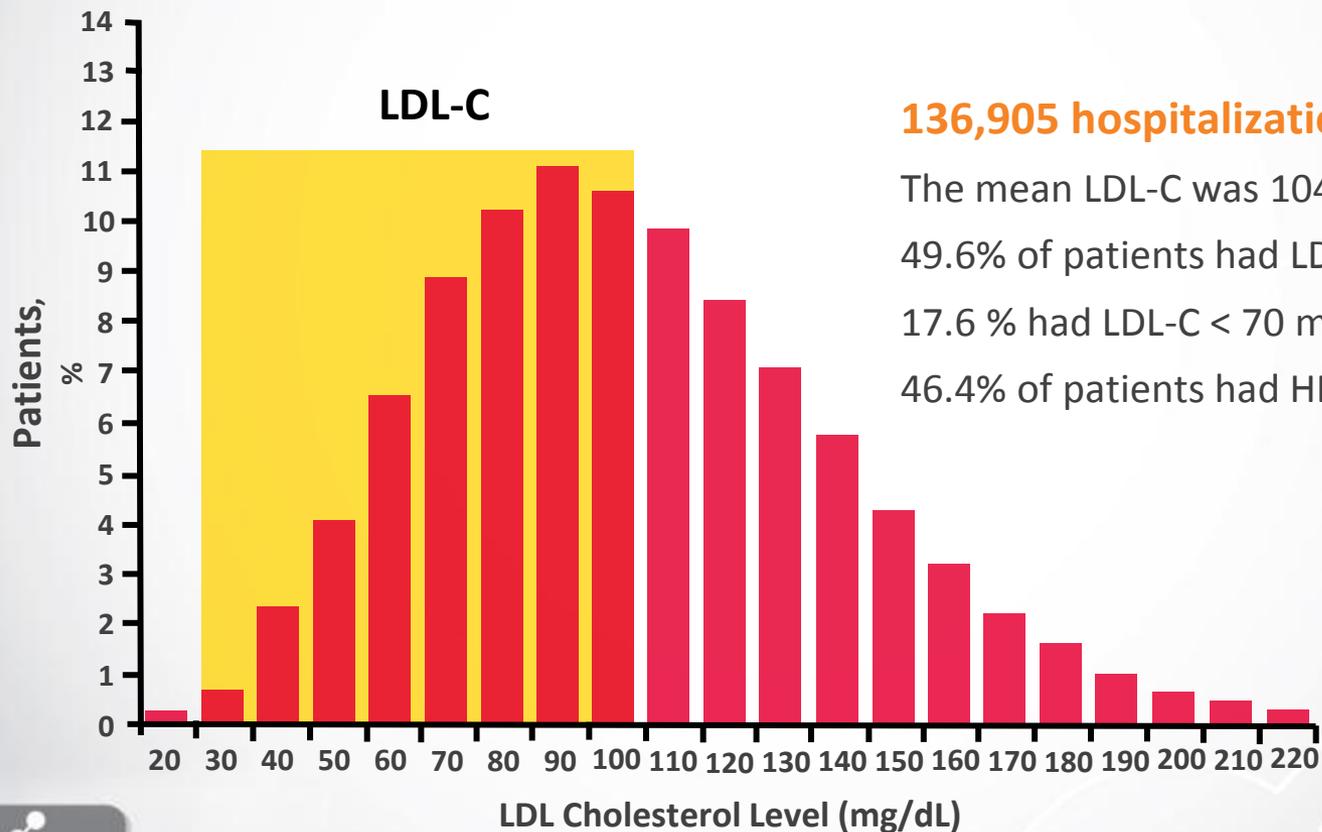


Diabetes & cardiovascular disease make up **1/3** of your health care cost



The combined cost of the two diseases is over **\$606 billion each year**

Lipid Levels in Patients Hospitalized with Coronary Artery Disease



136,905 hospitalizations

The mean LDL-C was 104.9 ± 39.8 mg/dL.

49.6% of patients had LDL-C <100 mg/dL

17.6 % had LDL-C < 70 mg/dL

46.4% of patients had HDL-C > 40 mg/dL

Advanced testing



Traditional lipid profile



Genetics



Lipoprotein particles



Metabolic



Inflammation



HD-Omega-3 Index



Heart function



Other factors

Our Mission

➔ Promote effective management of CVD with what we know now

Change the paradigm! Change the way medicine is practiced.

- Proactive Prevention
- Personalized
- Participatory

Get to the answers and best practices for reversing these diseases and prevent events – solutions driven!

➔ Provide effective education

➔ Include and empower patients

HDL, Inc.'s core model:

- ➔ Advanced testing panel: evidence-based, measureable, actionable biomarkers and tests
- ➔ Consumer-friendly reporting: lab values interpreted as low, medium, or high risk
- ➔ Health Coaching
- ➔ Diagnosis of Health

The image shows a magnified view of a laboratory results report. The report is titled 'Laboratory Results' and includes the following data points:

Test Name	Result	Reference Range	Risk Level
LDL	50	≤ 25	High Risk (Red)
	53	< 130	High Risk (Red)
	123	< 28.0	High Risk (Red)
	6	≤ 12	High Risk (Red)
	0.80	≤ 0.81	Medium Risk (Yellow)
	35	≤ 30	High Risk (Red)
	8	≤ 6	High Risk (Red)
HDL	477	≥ 100	Low Risk (Green)
	121	≥ 235	Low Risk (Green)
	2.10	≤ 5.0	Low Risk (Green)
	371	≤ 485	Low Risk (Green)
	26		Low Risk (Green)

The report also includes the website www.myhdl.com and a footer with copyright information.

Diabetes Treatment

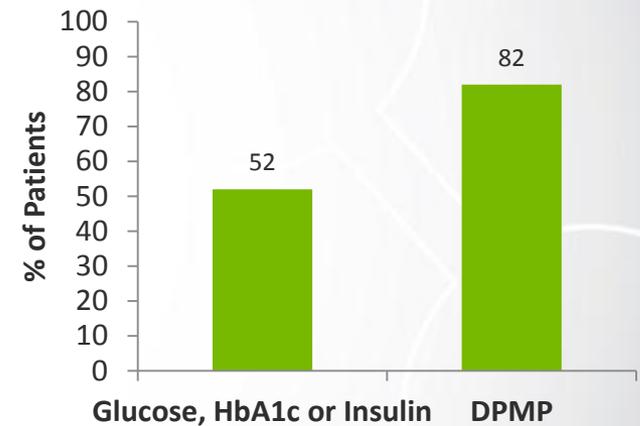
1. Pre-diabetes/DM is the DOMINANT disease state
 - Responsible for 82% of CVD
 - All markets are shifting from CVD to DM
 - Size of market is staggering
 - 26M patients with diabetes in the US (8.3%)
 - 79M patients with pre-diabetes in US (35%)
2. Current methods diagnose this too late
 - Current methods diagnose hyperglycemia
 - We diagnose insulin resistance
3. We identify 30% more disease, compared to traditional methods

Diabetes Treatment

Comprehensive, advanced biomarker testing is critical for the early diagnosis, prevention and reversal of the spectrum of pre-diabetes and diabetes and its consequences...

HDL's Diabetes Prevention and Management Panel (DPMP) is the most encompassing and most advanced panel available...

DPMP identified 30% of patients who would have been missed



Meet the Personal Health Coach

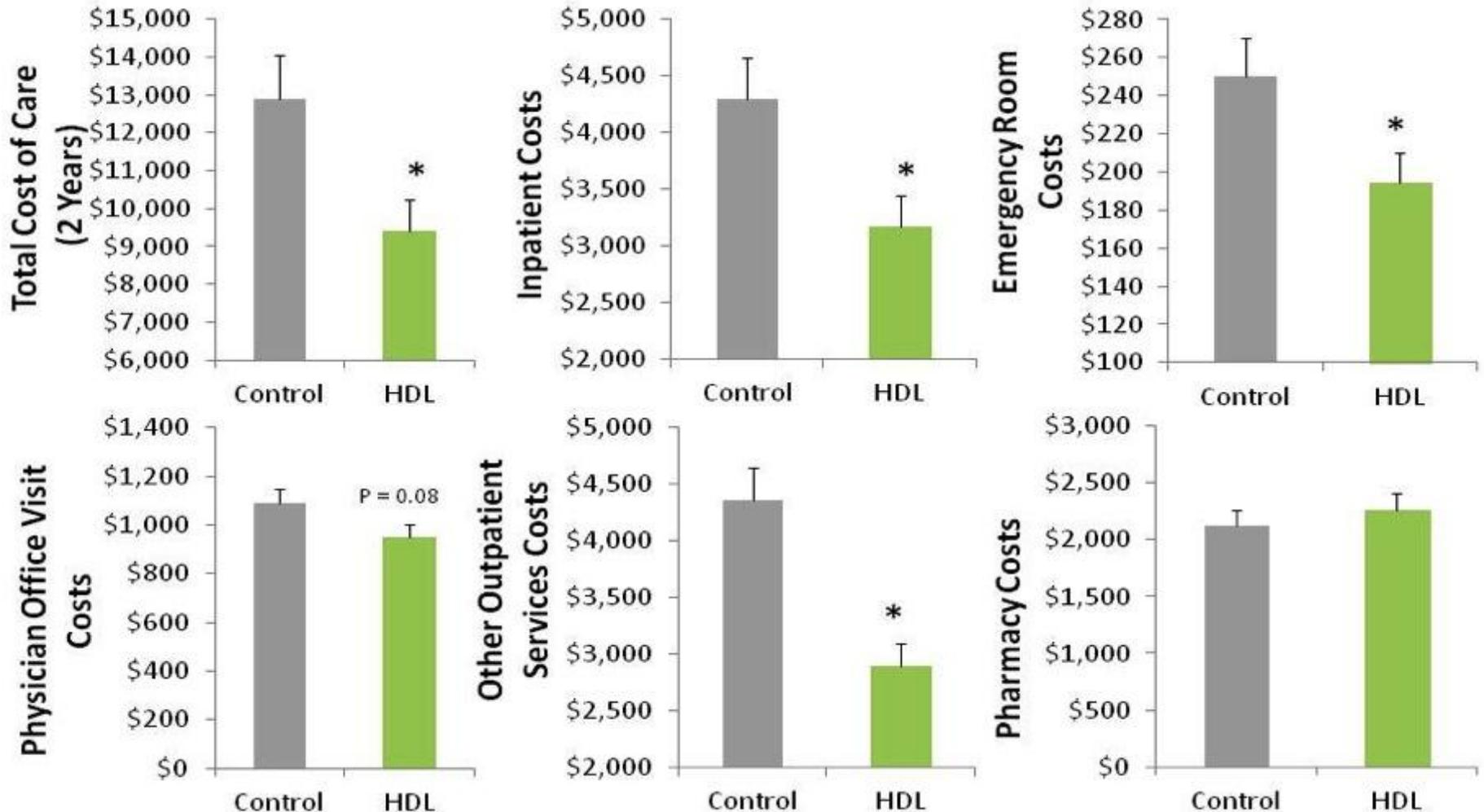
- ➔ Registered Dietitians, Registered Nurses, exercise physiologists, tobacco cessationists, and diabetes counselors
- ➔ Customize health improvement plans based on each individual's test results
- ➔ Reinforces working with physician when appropriate



A recent HDL, Inc. case study shows that:

Advanced Testing coupled with support by a Personal Health Coach
DOUBLES the rate of improvement with certain health markers

HDL's Advanced Testing & Coaching Reduces Healthcare Costs



Our mission is simple:

To prevent heart disease and diabetes

The outcome is real:

Better health and lower costs

Thank You!

