Our History
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• 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.
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 \( \frac{1}{3} \) 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

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
- Lipoprotein particles
- Inflammation
- Heart function
- Genetics
- Metabolic
- HD-Omega-3 Index
- 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
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 Dieticians, 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!