

the viveda health assessment

A Breakthrough in Personalized and Preventive Health Care.

The Viveda Health Assessment uses its unique molecular evaluation to provide valuable personal health data. Armed with this information, patients and physicians can make effective decisions for improving health and preventing disease. Viveda empowers individuals to take control of their health.

what is viveda?

A comparative health evaluation.

The Viveda Health Assessment provides one of the most complete health evaluations available today. It allows patients to compare results from visit to visit, tracking positive or negative changes in health.

A personalized health product.

Viveda speaks directly to patients in a language they can understand. It equips patients with tips, articles and resources specific to their own health situation.

A preventive medicine tool.

Early detection leads to early intervention. The information provided by Viveda enables physicians and patients to take preventive actions that safeguard health and wellness.

A way to practice evidence based medicine.

Physicians can rely on Viveda. We've searched the more than 60 years of findings accumulated by the medical and research community to develop Viveda.

An online health portal.

Physicians can order, manage, and view assessments online at MyViveda.com. Patients have 24/7 access to their assessment results in a private, secure environment.

A predictor of future health problems.

The bioprofile evaluation that powers Viveda has the ability to detect potential health problems, sometimes even before symptoms occur.

a suite of viveda assessments

The antithesis of current health tests, physicals or evaluations, Viveda is colorful, functional, and easily accessible online. It speaks directly to patients, providing valuable information on how their behavior is affecting their health. Viveda then offers tips, articles, and resources tailored to the individual, empowering him/her to take positive steps that improve health and prevent disease.

The Viveda suite of products includes the following assessments:

- Cardiovascular
- Cerebrovascular
- Hypertension
- Metabolism
- Diabetes
- Stress
- Lifestyle

A compilation of the first six assessments listed above, The Viveda Lifestyle Assessment is the most comprehensive health assessment available - **providing more than 270 measurements of health.**

how to get more info

If you are a journalist and would like more information, contact Christa Curtis, Marketing and Communications Manager at 877.484.8332 (ext. 107) or ccurtis@ppmwellness.com.

If you are a physician or patient who would like to know more, visit MyViveda.com or call us at 877.484.8332.

inside the viveda health assessment

cardiovascular summary

your health summary

a quick glance at your status

Your cardiovascular health is at high risk. Talk with your physician today about ways to improve poor readings for critical and extremely important molecules (see your bioprofile on the next page).

more about your readings

This chart indicates the percentage of your cardiovascular molecule readings that were poor, good, and excellent.

a summary of your readings

24 of your molecule readings were in balance, falling into the good or excellent category. 2 of your readings were out of balance or in the poor category. Individual results for each molecule are in the cardiovascular readings section of this assessment.

24 readings in balance (good and excellent)

2 readings out of balance (poor)

for your record

Keep track of these important numbers recorded at the time of your Viveda assessment:

Height: 5' 4" Weight: 129 BMI: 21

Blood Pressure: 120/80

Waist Circumference:

Resting Heart Rate:

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An overall health measurement provides indication of potential problems and a way to compare results each time.

cardiovascular bioprofile

your detailed cardiovascular bioprofile

Let's take a deeper look at the 30 molecular measurements in your cardiovascular bioprofile. Your bioprofile is based on two levels of information. First is the priority of each molecule as its importance to your cardiovascular health. Molecules are either critical, extremely important or important. Next, is the amount of the molecule in your body. Your molecule readings are categorized as poor, good, or excellent as compared to an acceptable, healthy range.

where to start

1. Are any of your critical molecule readings red? Focus your efforts on improving these poor readings first.
2. Next, look for extremely important and important molecule readings that are red. Though not as critical, these molecules are still important to your cardiovascular health.
3. How many of your readings are good or excellent? Think about positive lifestyle habits that help you maintain these readings.

how to read your bioprofile

Molecule Priority (Critical, Extremely Important or Important)

Name of Molecule

Your Reading (Good or Excellent)

poor reading good reading excellent reading

Readings for Critical Molecules

Apolipoprotein A-1	Good
Apolipoprotein B	Good
Apolipoprotein E	Good
Cholesterol	Good
HDL	Good
Homocysteine	Good
LDL	Good
Triglycerides	Good
Uric Acid	Good
VLDL	Good

Readings for Important Molecules

BMI	Good
Cholesterol	Good
CO ₂	Good
Creatinine	Good
D-Dimer	Good
Iron	Good
Leptin	Good
Phosphorus	Good
Sodium	Good
Sulfur	Good
Tau	Good
Urea Acid	Good

Readings for Extremely Important Molecules

C-Reactive Protein	Good
Calcium	Good
Potassium	Good
Sodium	Good

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Prioritized results make it easy to develop a plan of action that improves health and prevents disease.

cardiovascular out of balance readings

out of balance readings (cont.)

cyclic AMP

Your reading: 3.7 Ng/ml (normal range 4.6-6.6 Ng/ml)

Cyclic AMP is a chemical used by your body to regulate various metabolic processes and mediate the effects of many hormones. The unique chemical structure determines which biological process it actually controls.

homocysteine

Your reading: 7.9 uM (normal range 8.5-17.5 uM)

Homocysteine is an amino acid produced in your body but also acquired when you eat meat. Levels can be influenced by genetic factors and diet. Foods or supplements that contain folic acid, vitamin B6, and B12 are effective in lowering homocysteine levels. High levels are related to an increased risk of coronary heart disease, stroke and vascular disease.

glucose

Your reading: 62 mg/dL (normal range 70-115 mg/dL)

Glucose is an important sugar that acts as your body's main energy source. It is fueled by the consumption of carbohydrates. After eating, your blood glucose levels increase then gradually decrease over time. The insulin secreted by your pancreas help regulate your body's glucose level. High glucose levels can cause thirst, blurry vision, and excessive urination. Low levels can cause you to feel weak, confused, irritable, hungry, or tired. Long-term, high levels of glucose can damage blood vessels and nerves and contribute to heart and kidney disease.

insulin

Your reading: 30 mU/L (normal range 3.0-28.0 mU/L)

Insulin is a hormone produced by your pancreas to help turn sugar (glucose) from your food into energy. It is a critical component to body function. Without insulin, you could eat and still starve because your cells couldn't access the glucose in your bloodstream.

Your body requires a steady amount of glucose throughout the day and insulin is the key to regulating the correct blood sugar level. In diabetic sufferers, the body is either resistant to insulin or not making enough insulin.

high density lipoprotein

Your reading: 50 mg/dL (normal range 40-60 mg/dL)

HDL (High Density Lipoprotein) has been called "good" cholesterol because it appears to play a role in decreasing coronary cholesterol. High HDL levels have been shown to reduce the development of coronary artery disease, while low levels can elevate your risk. Lifestyle is the best way to control HDL levels in your body. Exercise, weight loss, smoking cessation and proper diet are some choices that can help control your HDL levels.

iron

Your reading: 32 mg/dL (normal range 40-196 mg/dL)

Iron is an element that is essential to all life. It plays a key role in transporting oxygen and carbon dioxide throughout your body. Iron must be consumed through diet and is found in foods such as red meat, beans, and green leafy vegetables. Too much iron can interfere with nutrient absorption and can cause organ damage over time.

www.myviveda.com

Easy to read results and definitions explain the biological relevance in terms you can understand.

cardiovascular resources

anti-inflammatory eating for your heart

Poor dietary habits increase inflammation. A hot factor in your heart health, inflammation appears to be central to changes within blood vessels, leading to plaque formation and even rupture. Here are seven steps to incorporate anti-inflammatory agents into your diet. - Dr. Jeffrey Gladd, MD, www.PureHeartMD.com

1. Aim for nine servings of vegetables and fruits per day.
2. Eat whole grains.
3. Decrease your Omega-6. Limit products made with soybean, sunflower, flaxseed, and partially hydrogenated oils.
4. Increase your Omega-3. Walnuts, flaxseed, and fatty fish are good sources.
5. Start a daily fish oil supplement.
6. Pile on the ginger. Try ginger tea, ginger dressing or fresh ginger in stir-fry.
7. Take on turmeric. Try turmeric tea or use this spice when cooking.

The good, the bad and the ugly - which fats are the worst for you?

Fats are essential to a healthy body. They provide energy, support cell growth and protect your organs. But, some fats can raise cholesterol levels and affect your heart health. Do you know which types of fat are the best for you?

The Good: daily caloric intake should be no more than 65-75% Monounsaturated Fats. Contains vitamin E and can help reduce bad cholesterol when eaten in moderation. Found in olive, canola, peanut, sunflower and sesame oils, avocados and peanut butter.

Polysaturated Fats: Provide Omega-6 and Omega-3 fats to your body and are beneficial when eaten in moderation. Found in vegetable and core oils, walnuts, and fatty fish such as salmon.

The Bad: daily caloric intake should be no more than 7% Saturated Fats. Raises cholesterol levels. Found mostly in meat and dairy products, but baked goods and fried foods also contain high levels.

The Ugly: daily caloric intake should be less than 1% Trans Fats. Raise bad cholesterol levels and lowers good cholesterol levels. Found in fried foods, snack margarines, shortenings, and some baked goods. Used by restaurants and fast food outlets for frying.

Calculate your daily fat limits at www.americanheart.org

cardio health: by the numbers

100,000 beats the number of times your heart beats in a day

2,000 gallons the amount of blood an average heart pumps each day

\$448.5 billion the estimated direct and indirect cost of cardiovascular disease in the US during 2014

80 million the number of American adults who suffer from cardiovascular disease

50 percent the decrease in smoking among US adults since 1965; smoking is a major risk factor in cardiovascular disease

27 million the number of heart attacks that would be prevented if Americans followed the heart healthy steps outlined by the American Heart Association

www.myviveda.com

Tips, articles, and resources are personalized to the individual, giving actionable health information.

the company that developed viveda

predictive physiology and medicine (ppm)

PPM is a life sciences company that develops predictive and personalized health products. The Viveda Health Assessment is the first product the company has released. PPM was founded in 2005 and soon after, focused on the idea of personalized medicine.

the innovative technology

The PPM technology platform combines informatics, knowledge assembly, and analytical science to drive a molecular analysis that is more cost effective, relevant and comprehensive than current clinical tests. The end result of this powerful platform is a bioprofile - a summary of an individual's health at the molecular level.

the first to build a bioprofile

A bioprofile is a molecular evaluation of health. This type of evaluation offers a more complete picture of health. In fact, the molecules traveling in the bloodstream throughout the body provide a system wide view of how the body is functioning.

PPM's bioprofile is:

More Predictive. Potential health problems can be identified earlier.

More Comprehensive. The bioprofile provides more health measurements than current standard health tests.

Evidence Based. More than 60 years of medical findings were searched to develop PPM's bioprofiles.

More Timely. PPM can quickly and easily update Viveda to incorporate the latest scientific and medical findings.

executive management team

Stephen Naylor, (Chief Executive Officer) has 20 years experience in the health and life sciences, biotechnology, pharmaceutical and university sectors. He is the former Chief Technology Officer of Beyond Genomics and founding Director of the Biomedical Mass Spectrometry and Functional Proteomics Center at Mayo Clinic.

Brian Kleber, (Chief Operations Officer) graduated from Ball State University's award-winning Entrepreneurship and Small Business Management program. While director of the South Central Indiana SBDC, he partnered with the City of Bloomington and Indiana University to start and develop, inVenture, Bloomington's Technology Park and Incubator.

Kenneth Ryder, MD, (Clinical Lab Director) has extensive experience in clinical pathology. He is the Director of Laboratories for Clarian Health Partners in Indianapolis, IN, which includes Indiana University, Methodist, and Riley Hospitals. He serves on the faculty of the Indiana University School of Medicine and is an accomplished presenter and author in the area of clinical pathology.

the ppm staff

PPM's staff is divided into three core teams: science, informatics, and business. The science team has expertise in clinical chemistry, analytical chemistry, and biology. This team is led by a professional with 25 years of laboratory experience. Informatics includes experts in IT, software development, knowledge assembly, and bioinformatics. The business team has experience in marketing, public relations, sales, and business development.

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vivedaSM
know your health

launching the viveda product

a 15 month journey

PPM Releases its Full Suite of Viveda Health Assessments

(January 27, 2009) Predictive Physiology and Medicine (PPM), a life sciences company that develops predictive and personalized health products, today announced the much anticipated release of its new Viveda Health Assessment. A breakthrough in personalized and preventive health care, Viveda provides valuable personal health data. Armed with this information, patients and physicians can make effective decisions for improving health and preventing disease.

PPM Launches MyViveda.com

(Sept. 29, 2008) On the heels of its beta product release, PPM today announced the launch of MyViveda.com. In addition to promoting the Viveda Health and Wellness Assessment, this online portal is a resource for consumers and physicians who purchase the assessment. Physicians can order assessments, view patient results and review detailed bioprofile information. Patients can view and print their own assessment results.

Federal Grant to Accelerate Development of PPM's Health and Wellness Assessment

(Sept. 22, 2008) Molecular analysis innovator Predictive Physiology & Medicine announced today that the National Institute of Health awarded the firm a \$2.339 million grant to further develop its comprehensive molecular assessment for cardiovascular patients. Aimed at boosting the federal agency's identification of heart health, the grant accelerates the development of PPM's testing platform that analyzes hundreds of molecules in a single blood sample to create a predictive summary of an individual's cardiovascular health.

PPM Begins Beta Release of the New Viveda Health and Wellness Assessment

(September 15, 2008) Predictive Physiology and Medicine (PPM) has announced a two staged beta release of its new Viveda Health and Wellness Assessment, beginning September 22, 2008. The first stage focuses on a beta version of the Viveda Cardio assessment, which includes a cardiovascular bioprofile measuring more than 20 molecules. In the second stage, which begins late October, PPM will release a beta version of the Viveda Diabetes Assessment.

PPM Expanding - Key Staff Changes and Additions Underway

(February 22, 2008) Predictive Physiology and Medicine, Inc. (PPM), a growing life science company, announced staffing changes and additions today that indicate a significant expansion for the company. PPM is adding six new positions in key areas such as marketing, bioinformatics, and analytical research science.

PPM Relocates to Accommodate Company Growth

(October 29, 2007) Predictive Physiology and Medicine (PPM) today announced a strategic partnership with First Capital Group, an investment accelerator specializing in real estate and new business ventures. PPM has relocated its life science company to First Capital's commerce and technology park, enabling its continued growth as the company advances towards product release. This new location includes a newly constructed wet lab.

the consumer demand

personalized and preventive health and wellness

In 2006, annual sales in the health and wellness industry hit the \$100B mark. The industry is growing at an annual rate of 15-30%, much faster than the conventional health care sector (averaging 7% growth). According to the 2005 Wellness Lifestyle Insights study by the Hartman Group, three out four consumers are involved with some form of health and wellness. Wellness has become a way of life. Consumers frustrated with the status quo of the healthcare system are turning to preventive products to improve health and prevent disease. Activists in their own health care, they seek personalized tools that help them assess, monitor and manage their own health.

the 2008 survey of health care consumers

Completed by the Deloitte Center for Health Solutions, this survey indicates that health care consumers are dissatisfied and overwhelmingly support reform. The survey also reports:

- Patients are now consumers - activists in decisions about their own health care. The majority want to share decision making with their doctor, only 20% are content to let the doctor control decisions unilaterally. They want greater access to information, online tools and services that enable them to actively manage their care.
- Consumers want to make their own decisions and seek the tools to help them do this. 61% indicated that they wanted tools that would provide personalized recommendations to improve their health and 55% are interested in tools that would help them assess, monitor or manage their health.
- Conventional health care costs continue to rise at an annual rate that typically exceeds the rate of inflation. Only 7% of consumers say they are financially prepared for future health care needs, while 93% are insecure about their ability to pay for those needs.

boomers: a major demographic trend

Each day, 10,000 baby boomers are turning 50 years of age. This generation is taking a more proactive health approach to life. Many feel their biggest achievements are still ahead and are seeking out health and wellness tools to maintain their energy and vitality.

Over the next five years, the number of people aged 50 to 64 will increase by 8.1 million, while the number of 30 to 44 year olds will actually shrink to 2.7 million.

an answer to the demand

The Viveda Health Assessment provides valuable health data that is personalized and preventive. Equipped with this information, patients and their physicians can make effective decisions regarding appropriate steps to take to improve health and prevent disease. Viveda transforms individuals from passive patients to active participants in their own health care management.