



# MEASURING YOUR HEALTH

A blue line graph with an upward-pointing arrow, symbolizing growth or improvement. The line starts at the bottom left, moves up, then down, then up again, ending in an arrowhead pointing towards the top right.

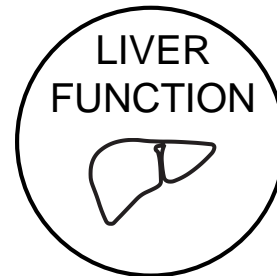
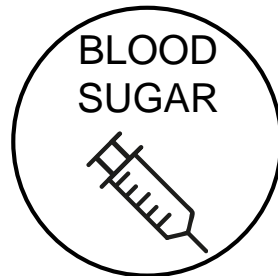
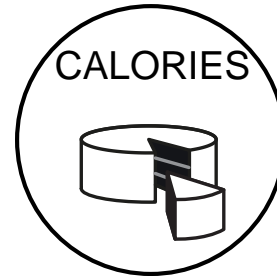
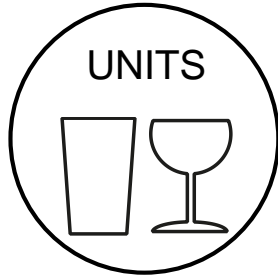
**KNOW YOURSELF INSIDE AND OUT**

**HELEN MARSDEN – HOME HEALTH SCREENING GURU**

Chippy  
WELL  
fest

**How can tracking  
help change behaviour?**

# Who knows what?



# Why?

- A paternalistic health system
  - doctor knows best
- Ownership of your data
  - often impenetrable system
- Understanding your data
  - no explanation of what's tested and what results mean

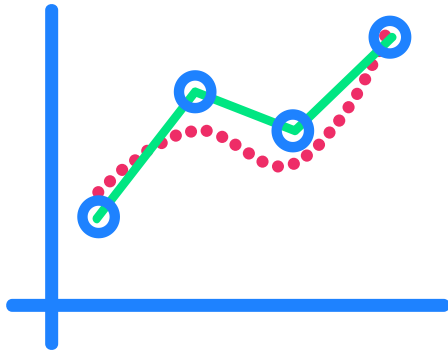


“The red circles are your red blood cells. The white circles are your white blood cells. The brown circles are donuts. We need to talk.”

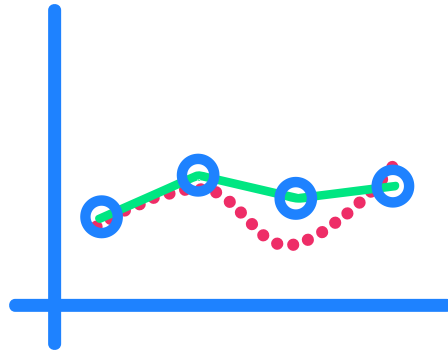
# But things are changing

- 1 in 20 Google searches are health related
- Online blood tests and health checks – easy & accessible
- Consumerisation of health
  - using technology and language to inform and educate
- Empowering the individual
  - the patient will see you now

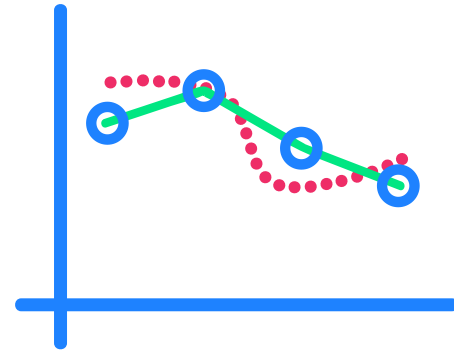
# So what happens when people know their inner health numbers?



B12



HbA1c



LDL

**THEY TAKE ACTION!**



## Vitamin B12

**74%**

of people with low levels improve

## Vitamin D

**86%**

of people with low levels improve

# Ferritin

**71%**

of people with low levels improve

HbA1c

**64%**

of people with high levels improve

## Folate

**91%**

of people with low levels improve

## HDL Cholesterol

**76%**

of people with low levels improve

## LDL Cholesterol

**67%**

of people with high levels improve

# Triglycerides

**79%**

of people with high levels improve



**Taking ownership  
of your health  
STARTS HERE**

CHIPPY  
WELL  
FEST

# Appendix

# Method

Anonymised with a unique identifier

Selected all individuals with an undesirably abnormal:

Vitamin B12

Vitamin D

Ferritin

Folate

HDL Cholesterol

LDL Cholesterol

Triglycerides

HbA1c

And at least one further test of the same marker

# Method

Simple linear regression used on each individuals data

Looked at slope to judge whether an individual improved/worsened

This was a pilot to see whether further analysis warranted

So:

- No control group

- No significance measures



# THANKS FOR LISTENING

 [medichecks.com](https://www.medichecks.com)

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