

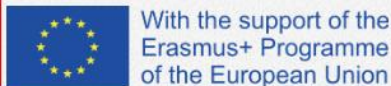


# TRANSFORMATION OF HEALTHCARE-P4 MEDICINE AND SCIENCE WELLNESS

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# COMPLEX SYSTEMS

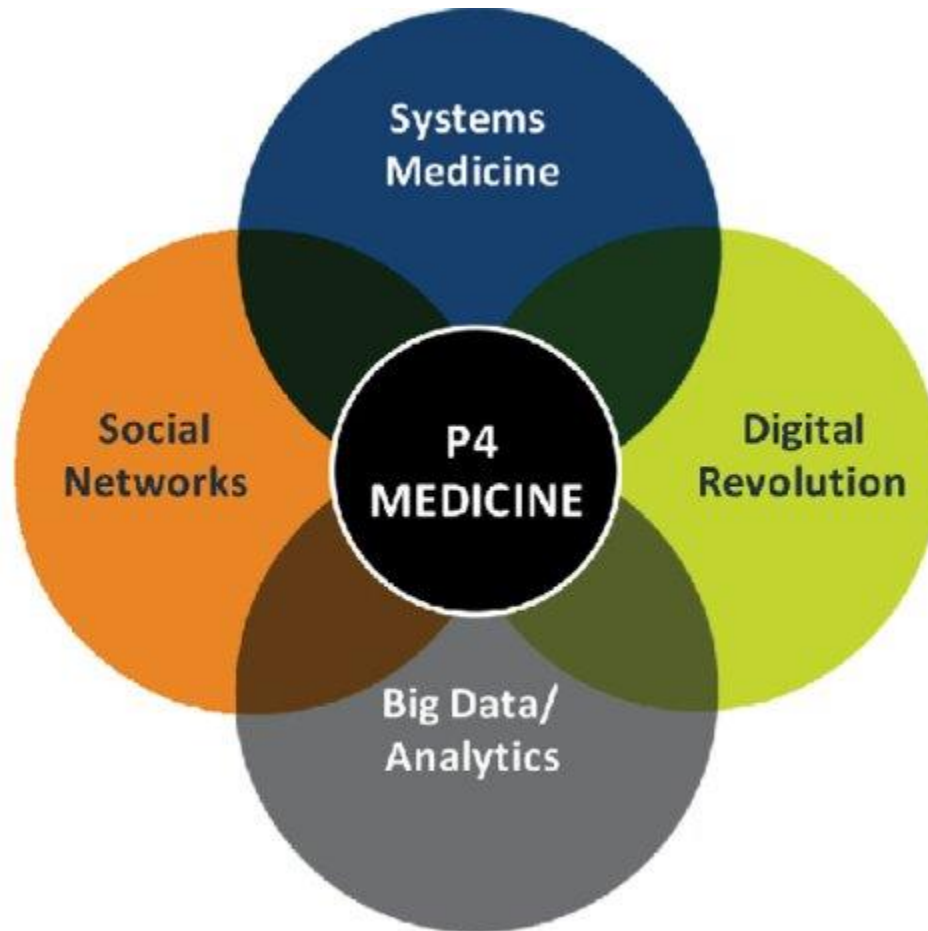
HEALTHCARE AND EDUCATION  
ARE TWO MOST COMPLEX SYSTEM  
IN OUR SOCIETY.

WE CAN NOT PREDICT THE FUTURE  
OF COMPLEX SYSTEM BECAUSE WE  
DO NOT KNOW CAUSAL RELATION

# CYNEFIN FRAMEWORK SNOWDEN



# P4 MEDICINE



# BUILDING NEXT SILICON VALLEY 2023

## **Convergence of Bio, Nano, and Information Technologies**

The Valley and broader Bay Area is already one of the world's great centers of bio and information technologies, but is only beginning to benefit from the potentially powerful combination of these two technologies and the emerging applications of nanotechnology. Growing opportunities for new products, companies, and jobs could come from such areas as bio-informatics (e.g., processing of large amounts of complex biological data in product development), bio-materials (e.g., new applications for manufacturing and agriculture), and bio-chips (e.g., a convergence of microelectronics and molecular biology that can help diagnose illnesses).

# P4 MEDICINE DEVELOPMENT

## L. HOOD



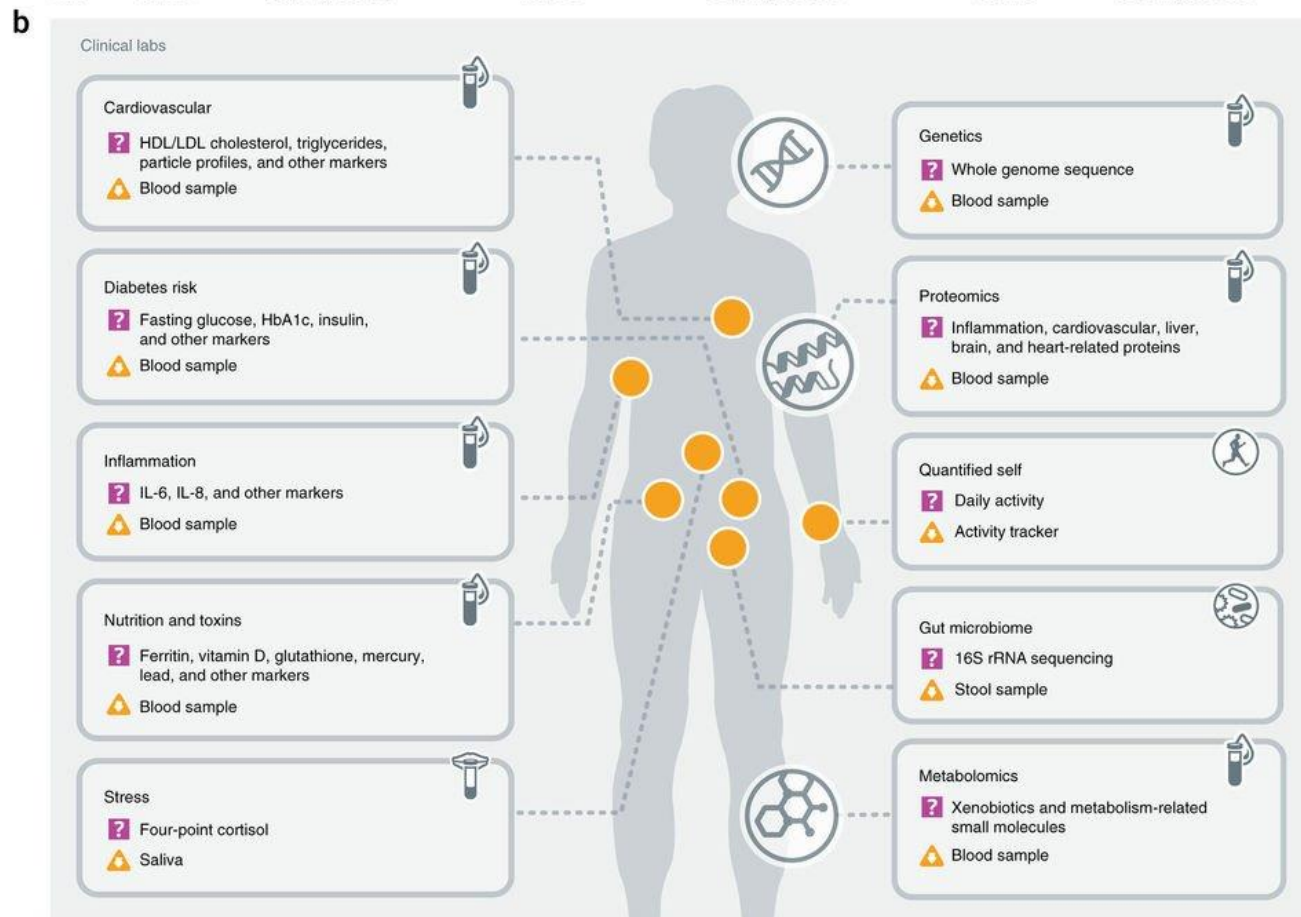
Figure 2 A photo of the ISB building located at the South Lake Union

# P4 MEDICINE





# SCIENTIFIC WELLNESS 2017





# ARIVALE PROGRAM 2015 - 2019

April 24, 2019

We founded Arivale with the vision of making personalized, data-driven, preventive coaching a new wellness paradigm in the United States.

Launched in 2015, the Arivale program collected dense data clouds of information for each participant over time, including genomic, blood analytes, gut microbiome and digital self-measurements. Based on this data and systems and behavioral science, Arivale health coaches presented participants with a personalized list of recommendations for improving their wellness and avoiding disease.

The results were remarkable. Participants reported high levels of engagement and satisfaction with the program, which produced significant improvements in multiple clinical health markers. A scientific paper describing the improvements seen in multiple health markers in ~2500 participants was recently accepted for publication in the journal Scientific Reports.

# HOW OUR PROJECTS SUPPORT P4 MEDICINE

Train4inclusive support physical activities and collecting data

Swimming and Nutrition As Tools for

Containing Health support healthy life style

Sport4cancer encourage participation in sportive activities, especially for people with cancer, people with disabilities and cancer survivors.

# PARADIGM CHANGE

NGOs HAVE TWO FUNCTIONS IN SOCIETY

THEY ARE BUILDING TRUST IN SOCIETY

THEY ARE GENERATING JOBS

BOTH FUNCTIONS ARE CRUCIAL FOR

IMPLEMENTATION OF P4 MEDICINE

MODEL BECAUSE PEOPLE NEED TO

TRUST THAT MODEL IS IMPROVING OUR

HEALTH (COVID)

THE SCIENTIFIC WELLNESS WILL BE

STRONG INDUSTRY IN THE FUTURE AND

OPPORTUNITY FOR GROWTH OF CIVIL

SOCIETY

# THANK YOU FOR ATTENTION

