

To: Elizabeth Holmes[eholmes@theranos.com]
Cc: Christian Holmes[cholmes@theranos.com]; Jeffrey Blickman[jblickman@theranos.com]
From: Daniel Edlin[/O=THERANOS ORGANIZATION/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=DANIEL EDLIN]
Sent: Fri 8/30/2013 12:34:44 AM (UTC)
Subject: Analyte Decay Graph for .COM - Feedback needed tonight
[Analyte decay.ppt](#)
[-V.3-Providers---Our-Lab-8up.jpg](#)

Hi Elizabeth,

I've attached some options for a graph to illustrate the "Better Data From Fresher Samples" piece of .COM. Note that we would only include the graph itself and not the title/header of each slide. The website COMP is included as well.

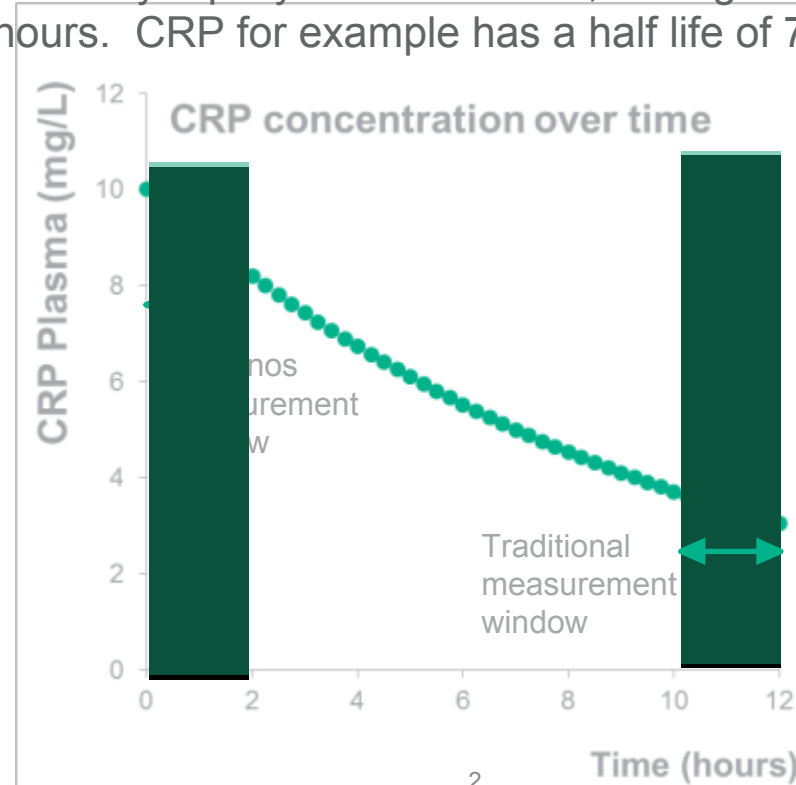
Please let us know if you have any comments on this. We'll need to send feedback on this to Chiat tonight in order for this to be included in the file hand-off scheduled for tomorrow.

Thanks,
Dan

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Analyte Stability and Decay

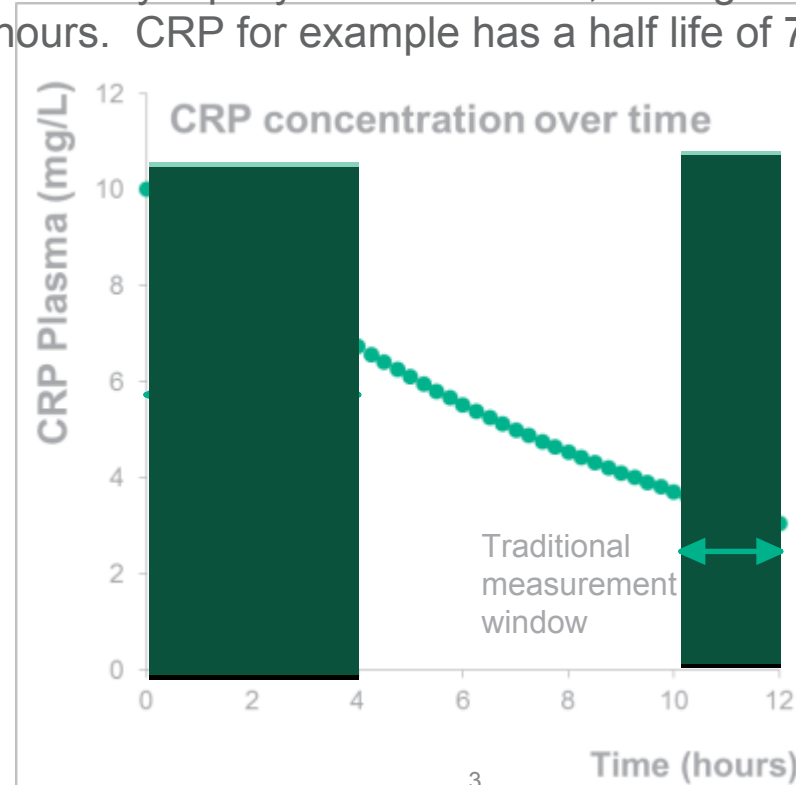
Certain analytes decay rapidly in blood/serum, having half-lives of less than 12 hours. CRP for example has a half life of 7 hours.



HOLMES0018359

Analyte Stability and Decay

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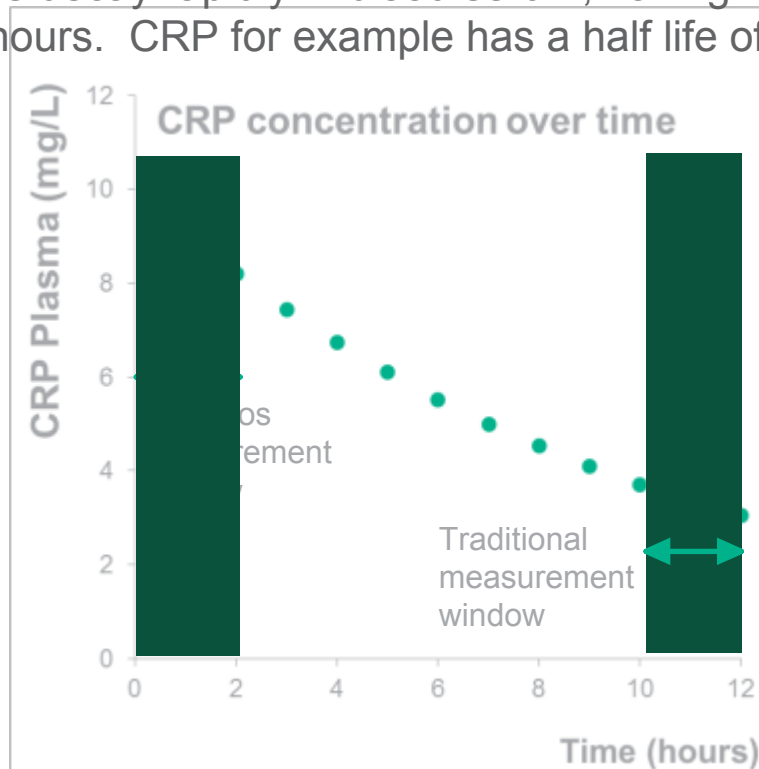


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Analyte Stability and Decay

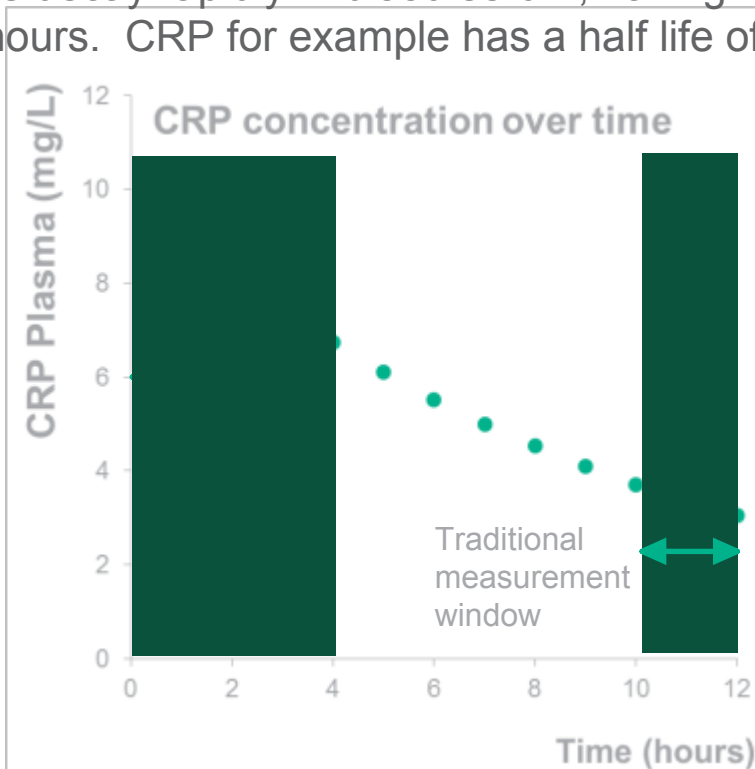
Certain analytes decay rapidly in blood/serum, having half-lives of less than 12 hours. CRP for example has a half life of 7 hours.



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Analyte Stability and Decay

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a revolution in lab testing.

MICRO-SAMPLE

No more huge vials to fill. At Theranos, we only need a few drops.



NANOTAINER™

1.29cm

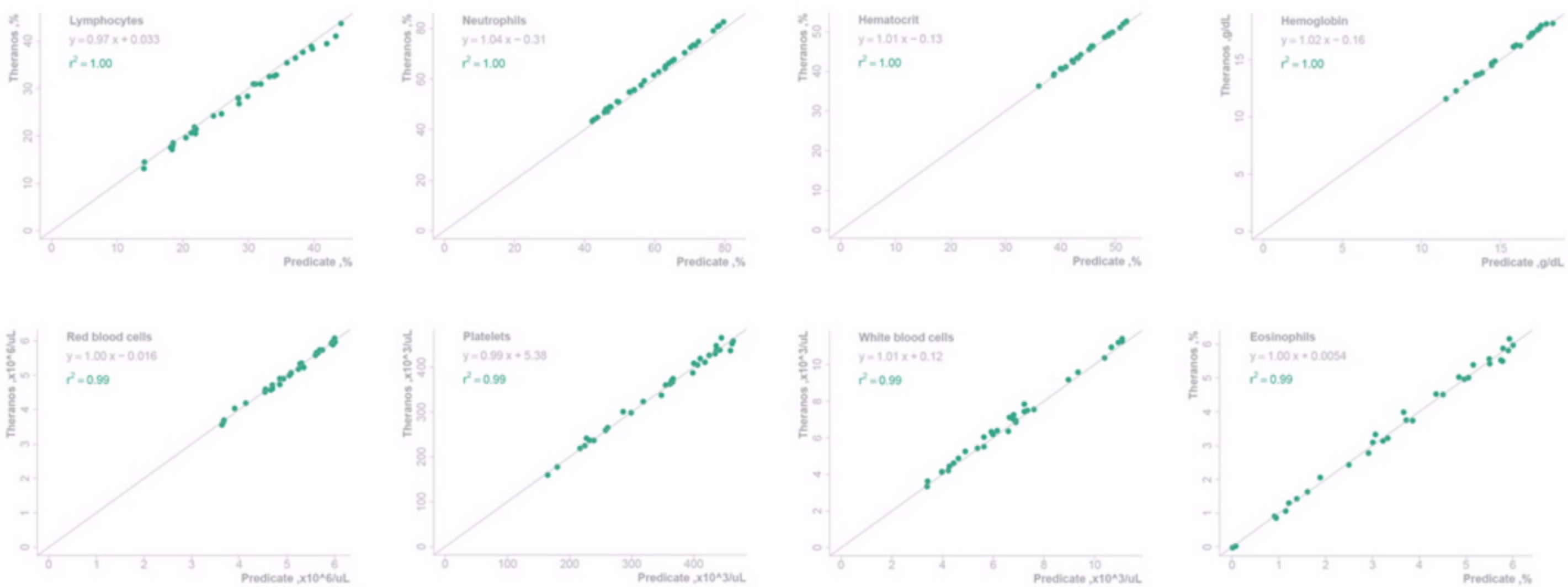
Our revolutionary nanotainer is smaller than a dime.

At Theranos, we perform all lab tests on a sample 1/1,000 the size of a typical blood draw.

One tiny drop. Thousands of answers.

Theranos can perform the full range of tests on samples as small as tiny drops. That's 1/1,000 the size of a typical blood draw. Our assays are validated under ICH, FDA, and WHO guidelines. And we provide the highest level of oversight, automation, and standardization in both our pre- and post-analytic processes, ensuring the highest level of accuracy and precision. So you get the actionable information you need.

Unrivaled Accuracy



Auto-reflex testing.

When you order tests, you can specify follow-on tests to run automatically on the same sample if certain results are out of range. This saves your patient another trip to the lab, avoids prophylactic decision-making and unnecessary prescriptions, and helps you properly diagnose conditions sooner than you'd be able to with conventional processes.

Better data from fresher samples.

Because Theranos rapidly processes fresh samples, we can analyze key markers before their analyte decay rates affect result integrity. Our systems provide insight into subtle trends in important analytes, or combinations of analytes, and display results graphically in a richer environment.

