

**To:** Laura Fogelman[laura.fogelman@grow-marketing.com]; Daniel Edlin[dedlin@theranos.com]; Jeffrey Blickman[jblickman@theranos.com]  
**Cc:** Elizabeth Holmes[eholmes@theranos.com]; Sunny Balwani[sbalwani@theranos.com]; Cassie Hughes[cassie@grow-marketing.com]; Tami Anderson[tami@grow-marketing.com]; Susan Thomas[REDACTED]  
**From:** Christian Holmes  
**Sent:** Tue 8/20/2013 5:17:40 AM  
**Subject:** RE: Theranos Stats/Sources for Joe Rago Interview

Hi Laura –

A few comments on the stats/sources. We are confirming sources on the rest.

- **Standard Theranos statistics**

**Can you clarify this? We already have language around turn-around time, certifications, etc., so wondering what other statistics you're looking for**

- **Theranos implications for Medicare and Medicaid, on both state and federal basis**
  - **Eg. If Medi-Cal dropped rates to Theranos levels, the state would save \$22.9B over 10 years**

**To clarify, the stat is 21.9B in aggregate savings to MediCal over 10 years starting in 2013. This was calculated via CMS projections of their lab spend (CMS.gov) and the impact that Theranos pricing will have. We can list the sources here as: CMS.gov, KFF.org and Theranos estimates**

- **The pre-and post-analytical phases of the lab testing process account for 93% of errors – *is there a more recent statistic than this 1993 AACC article?***

**The source of this stat came from a clinical chemistry article in 1993, as we sent earlier, but this statistic is still often mentioned in more contemporary articles. For example, "Identification of the Types of Preanalytical Errors in the Clinical Chemistry Laboratory" published by LabMedicine in 2009 cites the article/stat from 1993 in its first footnote.**

- **Lab testing hasn't changed/innovated in XX years**

**Great chart in this Clinical Chemistry article: A Guide to the History of Clinical Chemistry. This overviews the milestones of instrumental techniques to clinical chemistry starting in 1913, and ending in 1983 with PCR. This was published in 2011 so the takeaway here is that there has not been any milestone innovation in 30 years.**

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**From:** Laura Fogelman [mailto:laura.fogelman@grow-marketing.com]

**Sent:** Sunday, August 18, 2013 9:44 PM

**To:** Christian Holmes; Daniel Edlin; Jeffrey Blickman

**Cc:** Elizabeth Holmes; Sunny Balwani; Cassie Hughes; Tami Anderson; Susan Thomas

**Subject:** Theranos Stats/Sources for Joe Rago Interview

**Importance:** High

Hi Christian, Jeff and Dan,

Hope you all had a good trip back east. We had a productive session today and outlined the Theranos story. We'll refine and finalize it for our next (and final!) media training session with Elizabeth on Tuesday afternoon, in advance of her Thursday interview with Joe Rago.

**We need your help to nail down the following statistics and their sources ASAP:**

- **Standard Theranos statistics**
- **Theranos implications for Medicare and Medicaid, on both state and federal basis**
  - **Eg. If Medi-Cal dropped rates to Theranos levels, the state would save \$22.9B over 10 years**

- % of chronic conditions that progress into acute conditions
- % of treatments started without lab results
- % of lab tests that require follow on/additional tests
- % of additional tests added that aren't available
- The pre-and post-analytical phases of the lab testing process account for 93% of errors – *is there a more recent statistic than this 1993 AACC article?*
- Lab testing hasn't changed/innovated in XX years

GROW will work to track down numbers and attributions for the following data points, unless you happen to have any of them already available:

- % of patients that comply with lab testing orders
  - We previously found “only 62% of recommended laboratory and radiology tests were provided for preventive, acute, and chronic care,” but will confirm and look for others
- On average, people have to drive xx mi/xx hours to get blood testing
- % of people who get their lab tests at hospitals because they're closer/convenient
- Check availability of night/weekend lab testing at other labs (LabCorp/Quest)? All testing or just certain types?
- % of people who are afraid of needles
- % of people who are anxious waiting for results
- % of uninsured who get lab tests in the ER vs. paying for testing out of pocket
- Phlebotomy statistics (first phlebotomist, etc.)

We also discussed possibly making the following documents available to Joe, so will want to have them on hand to review:

- CLIA audits
- Theranos validation reports
- Theranos price list

Let me know if you have any questions about this or if you want to jump on the phone tomorrow morning to discuss. Thanks in advance for your help...we're getting close!

Best,  
Laura

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2013 Ex Award, Best In-Store Event

2012 Event Marketer "It List," The Event Industry's Top 100 Agencies

2012 The Stevie Awards, Silver & Bronze Winners, Best New Product Introductions