

To: Sunny Balwani[sbalwani@theranos.com]
From: Jhaveri, Nimesh
Sent: Tue 5/6/2014 11:00:42 PM
Importance: Normal
Subject: Re: details about vp vs fs
Received: Tue 5/6/2014 11:00:24 PM

Completely understand and agree. We will NOT communicate anything unless you and I both agree on the what and how of the communication. Do not worry my friend. Let's touch base later this week to debrief on the meeting.

Thanks Sunny.

Be Well,
Nimesh

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On May 6, 2014, at 1:55 PM, "Sunny Balwani" <sbalwani@theranos.com> wrote:

Nim.

Before we communicate around vp/fs ratio and why is the % the way it is etc. to the field, I would like to make sure we are on the same page on what to communicate. Lot of how we lay out our tests, panels and cartridges we want to keep confidential as an average person doesn't need to know the details of our layouts etc. or how we run panels together from competitive advantage point of view. I know Cassie brought this discussion from our steering committee call up in the regular field call later today and I believe Tracy from our team interrupted her politely so we can communicate this properly.

One thing I didn't bring un on the call (but perhaps should have) is that we don't hear docs or patients complaining about our venipuncture % because the overall value of our offering is so much higher/better than anything in the market. I know WAG team cares about reducing this number so we can scale across the nation without the need for phlebotomy, and we agree with that. However, in our opinion, the field should only need to know that this ratio of vp/fs is going to go down rapidly and not how (technically and what happens in the lab). Let me know if you agree. We can package this in some simple manner for field.

Thanks as always.

Sunny.