
From: Christian Holmes <cholmes@theranos.com> on behalf of Christian Holmes <cholmes@theranos.com>
To: 'Mike Yagi'
CC: Mike Peditto (mike.peditto@tbwachiat.com); Jeffrey Blickman; Daniel Edlin
Sent: 9/5/2013 11:46:03 PM
Subject: Brochure feedback

Mike –

I hope you're doing well. I just caught up with Elizabeth – she had a conversation with our regulatory folks and they want to make a few changes on the brochure for Walgreens. These are relatively minor but will need to implement them as soon as we can for additional printing of the brochure. Here is the feedback and we can discuss – I believe Elizabeth is going to join all the meetings on feedback/changes per this note.

Thanks
Christian

- (1) The brochure does not disclose that a prescription is needed. Statements like "easy to know about your own health" make it seem like there is no HCP involvement.
- (2) It sounds as if the patient gets the results directly rather than through their doctors.
- (3) On the "one tiny drop changes everything" panel, I would say "tiny" rather than "the tiniest."
- (4) On the "one drop. a world of answers" panel, I assume that we are not providing every test that anyone might want. You might want to say "a full range of standard/common/most frequent tests," or something along those lines.
- (5) "Better answers. Faster" is a troubling header because it creates an undefined comparison. Better than what? Faster than what?
- (6) If there are risks or populations who shouldn't use this service or other risk-type information, we should think about disclosing it.

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