

**To:** Elizabeth Holmes[eholmes@theranos.com]  
**Cc:** Sunny Balwani[sbalwani@theranos.com]; Christian Holmes[cholmes@theranos.com]; Daniel Edlin[dedlin@theranos.com]  
**From:** Jeffrey Blickman  
**Sent:** Thur 11/28/2013 5:19:35 AM  
**Importance:** Normal  
**Subject:** RE: .COM Backlog (11/27)  
**Received:** Thur 11/28/2013 5:19:37 AM

Understood. I've asked the team to make this update ASAP, will let you know when it has been published.

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**From:** Elizabeth Holmes  
**Sent:** Wednesday, November 27, 2013 8:18 PM  
**To:** Jeffrey Blickman  
**Cc:** Sunny Balwani; Christian Holmes; Daniel Edlin  
**Subject:** RE: .COM Backlog (11/27)

I did not see this concept of the asterisk sent to me or mentioned to me at all. If we are going to say something like this we need to own it and not contradict ourselves. See below. This copy should be updated ASAP.

Instead of a big, intimidating needle, our certified phlebotomists can use a tiny finger stick or a micro-sample from a venous draw. Occasionally, a venipuncture may be required based on the lab order, but this is uncommon, and our aim is to eliminate that scenario entirely.

Our experience is a friendlier, less invasive, and less painful one. No big vials to fill. No more searching for a good vein because so much blood is required. And no big, painful bruises. The only thing we want you to feel is well.

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**From:** Jeffrey Blickman  
**Sent:** Wednesday, November 27, 2013 4:03 PM  
**To:** Elizabeth Holmes  
**Cc:** Sunny Balwani; Christian Holmes; Daniel Edlin  
**Subject:** RE: .COM Backlog (11/27)

Here is what we put up on the site yesterday after Call Center received multiple patient complaints about this not being clear. This placement was Chiat's recommendation, can move if you prefer it elsewhere.

\*Occasionally, a venipuncture may be required, based on the lab order. This is uncommon, and we aim to eliminate this scenario entirely.

Our Solution / The Experience

## **The only thing we want you to feel is better.**

Instead of a big, intimidating needle, our certified phlebotomists can use a tiny finger stick or a micro-sample from a venous draw\*. It's a friendlier, less invasive, and less painful experience. No big vials to fill. No more searching for a good vein. And no big, painful bruises. The only thing we want you to feel is well.

\*Occasionally, a venipuncture may be required, based on the lab order. This is uncommon, and we aim to eliminate this scenario entirely.

-----Original Message-----

**From:** Elizabeth Holmes  
**Sent:** Wednesday, November 27, 2013 3:58 PM  
**To:** Jeffrey Blickman  
**Cc:** Sunny Balwani; Christian Holmes; Daniel Edlin

Confidential

THPFM0004201874

Subject: Re: .COM Backlog (11/27)

Had you sent an email to me about adding the disclaimer that is on the site to .com?

> On Nov 27, 2013, at 3:55 PM, "Jeffrey Blickman" <jblickman@theranos.com> wrote:

>> Hi Elizabeth – per your request, here is the comprehensive list of in-progress, backlog, and on-hold features for .COM. Let me know if you'd like to discuss tonight, thanks.

>> IN-PROCESS – est. ready for review Wednesday, deploy by next weekend

>> 1. Home page redesign w/ News Feed carousel (see

>> 2. Revised footer (attached)

>> 3. Add Press icon/link under Our Company in header

>> a. Seeking your approval of an icon (see end of email)

>> 4. Test menu details

>> BACKLOG

>> 5. Update to Digital Tools hero panel to include .ME (attached – est. 1 hr of work to implement)

>> 6. News Feed/Blog

>> a. Awaiting guidance on whether to have team hardcode this

>> 7. Navigable CV graphs

>> a. Additional graphs requested from Daniel Y. – we can implement this UI change in next sprint and add graphs on ongoing basis

>> 8. Individual Conditions pages (attached update we received today)

>> a. Need to determine roadmap for these to prioritize the team

>> 9. Stethoscope image requires \$270 licensing fee Build out Press Kit

>> a. FAQ, Company Fact Sheet, Additional Graphics+Media, White Papers, Archived Articles, Login for credentialed media (<-- suggestions from Grow)

>> 10. Revised copy per Yagi feedback (Sept post launch)

>>> ON HOLD

>> 1. Appointment scheduling directly from .COM

>> 2. Addition of Medical Advisory Board to About Us

>> a. Include expanding bios? Last convo with Sunny on this was directed not to go this route

>> 3. eCommerce: D2C test panels

>> 4. Safeway page

>>>>> Press Icon Options:

>> New:

>> [cid:image001.png@01CEEB86.48C7ED10][cid:image002.png@01CEEB86.48C7ED1

> 0]

>> Older:

> [cid:image003.png@01CEEB86.48C7ED10][cid:image004.png@01CEEB86.48C7ED1

> 0][cid:image005.png@01CEEB86.48C7ED10](\$250 licensing fee for

> satellite icon)

>> <image001.png>

> <image002.png>

> <image003.png>

> <image004.png>

> <image005.png>

> <Conditions Pages 11.27.13.pdf>

> <v.3.5 Our Revolution - Digital Tools.jpg> <New-Footer-11-19-13.jpg>