



Observations from an Energetic Participant



good measures™

April 25, 2017

Good Measures, LLC

Sixty State Street, Suite 700

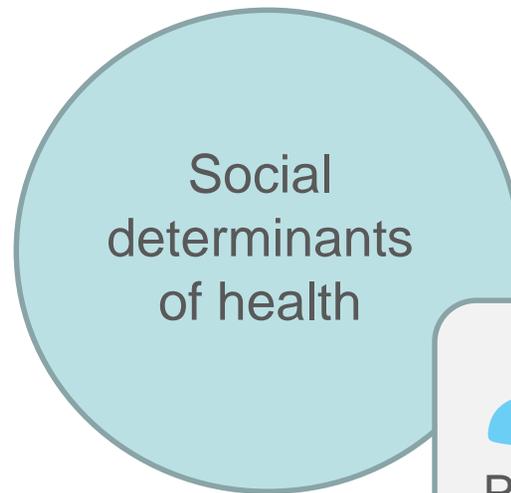
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Managing health and healthcare...

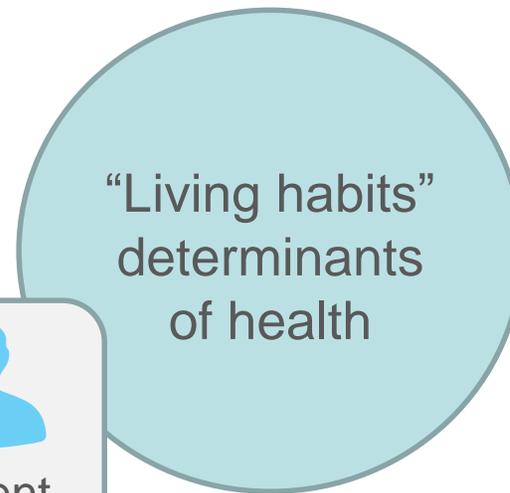
- Early childhood dev.
- Social support
- Education
- Employment
- Income
- Food availability



Social
determinants
of health

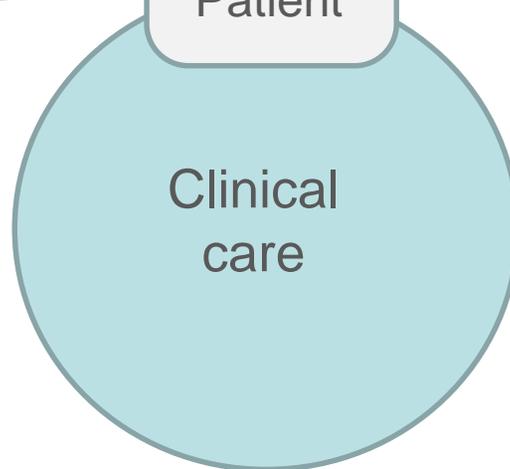


Patient



"Living habits"
determinants
of health

- Eating habits
- Exercise habits
- Sleep habits
- Stress mgt. habits

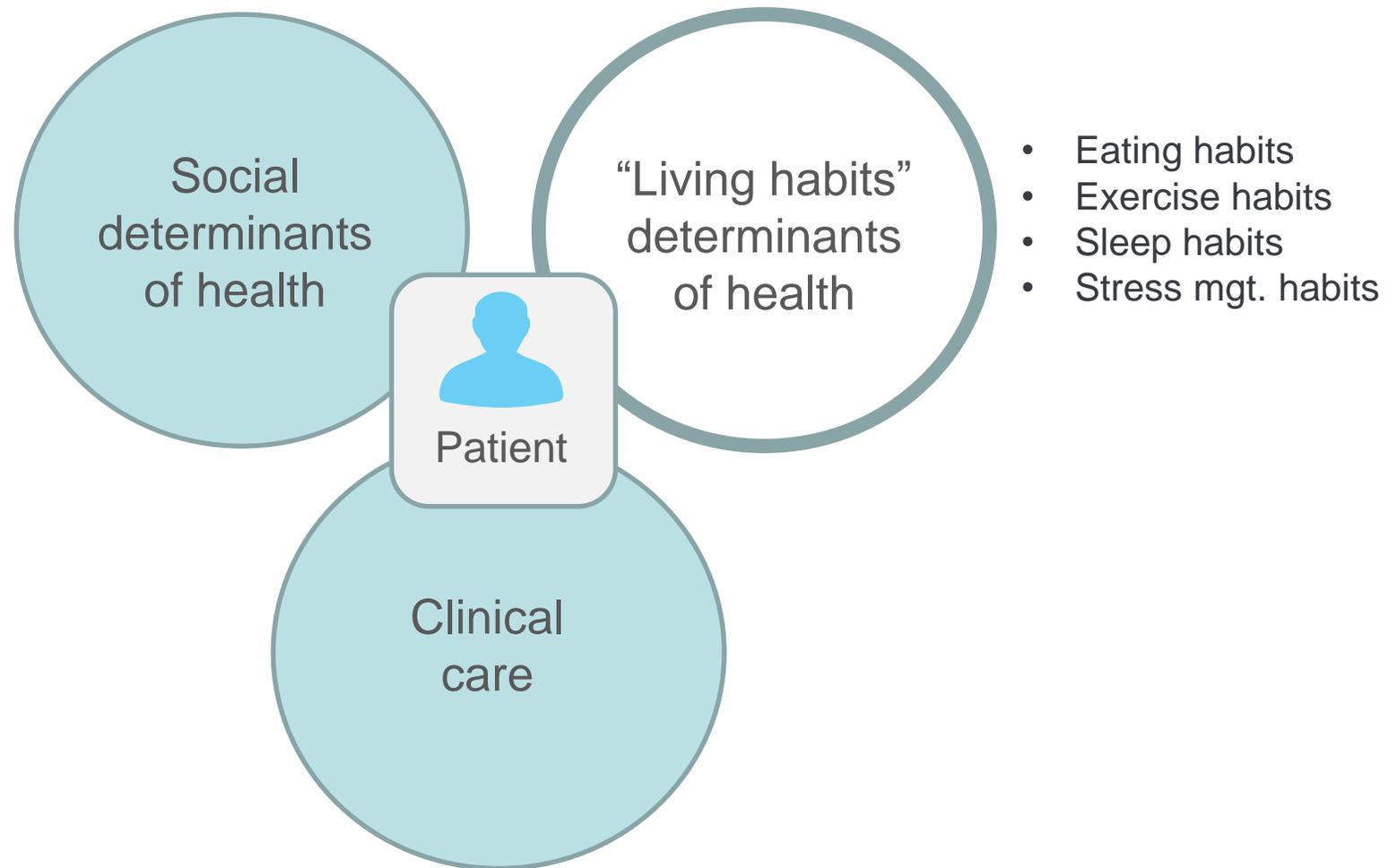


Clinical
care

- Clinical monitoring tools
- Diagnostic tools
- Pharmaceutical options
- Surgical options
- Radiation options

Data collection and analysis
(Facilitating the inexorable march toward personalized medicine)

Managing health and healthcare...



Data collection and analysis

The promise of the Good Measures approach...

- Good Measures has developed a patent-protected approach that helps individuals achieve and maintain nutritional balance for the top 30 nutrients (only eating foods that they like).
- Preliminary research suggests that the new approach is a game-changing breakthrough that could dramatically impact the lives of hundreds of millions of individuals worldwide. The bottom line: it appears that being in nutritional balance (30 nutrients concurrently) matters significantly more than one might surmise from studying the findings of single-nutrient research efforts.

Peer-reviewed research shows that when individuals achieve some reasonable level of nutritional balance, their bodies work better...

- They have more energy...which makes it easier for them to get the regular exercise that they need,
- Their immune systems work better,
- Their healing systems work better,
- They sleep more soundly, and
- They feel better emotionally...which improves their ability to cope with stress.

And, because individuals with some reasonable level of nutritional balance have bodies that work better, they are better able to prevent and manage nutrition-sensitive conditions such as...

Diabetes

Hypertension

Kidney/Renal Related

Pre-Diabetes

Obesity/Weight

Crohn's Disease

Osteoporosis



High cholesterol

Heart Disease

Most cancers

Allergies

Chronic inflammation

Arthritis

Good Measures has developed a pragmatic breakthrough approach for helping individuals achieve clinically meaningful levels of nutritional balance that combines...



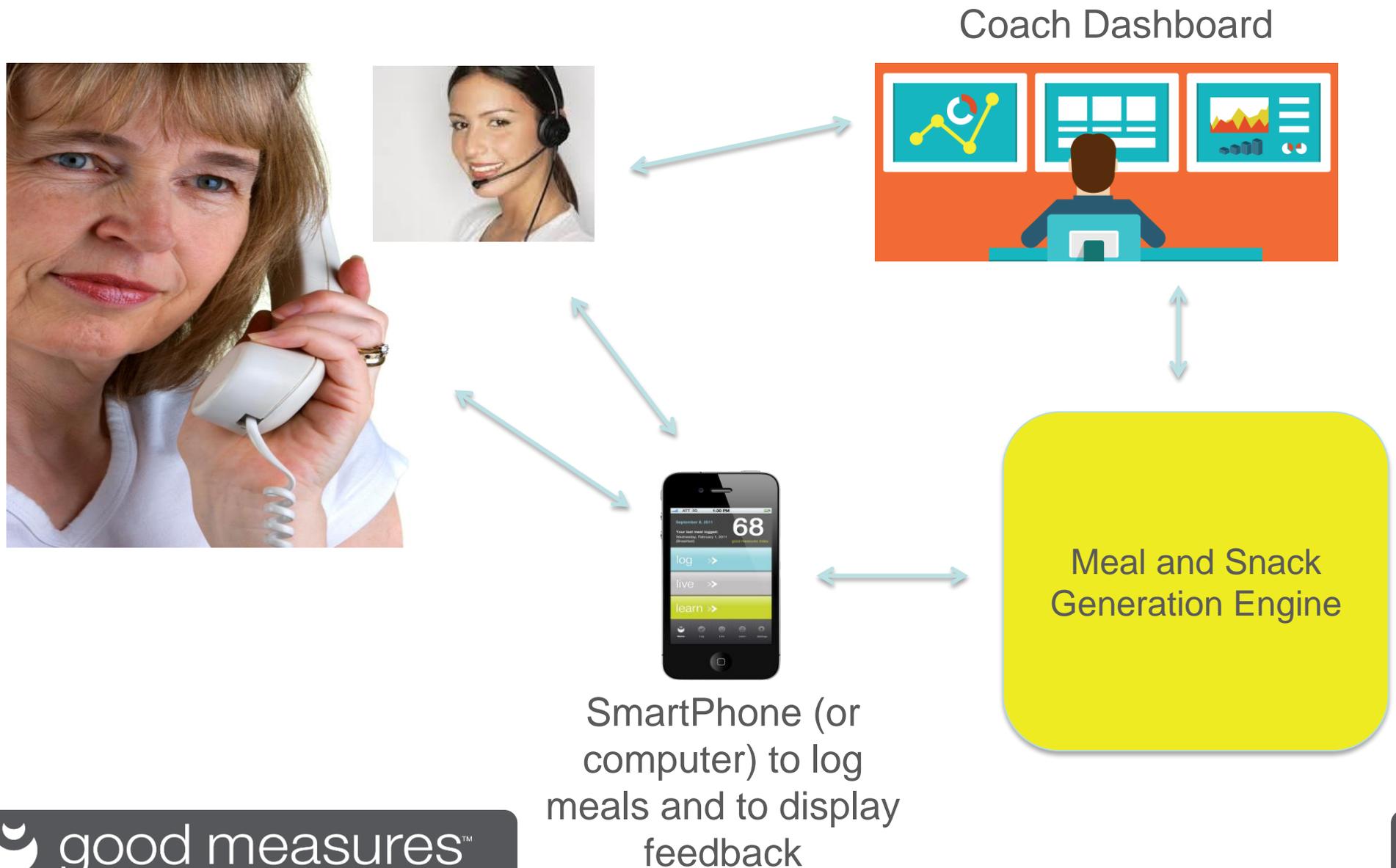
Clinically trained coaches who provide support via phone, email, text, secure video, or in-person

with



Various forms of digital technology to track progress, to provide real-time feedback on nutrition status, and to generate personalized meal and snack recommendations 24/7

Technology simplifies the behavior change process for patients/individuals and dramatically improves the productivity of the coaches...



Importantly, the new approach has attracted the attention and interest of the clinical community...



Joslin Diabetes Center Announces Collaboration with Good Measures

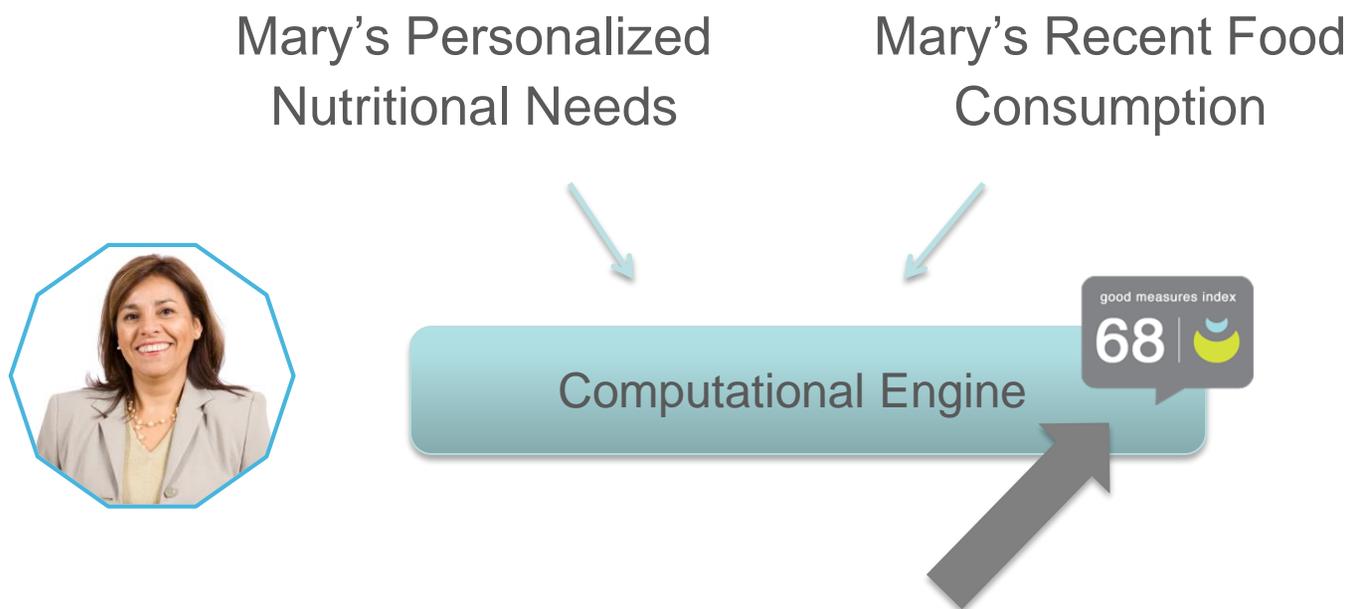
Released: 9/6/2013 2:05 PM EDT
Source Newsroom: Joslin Diabetes Center
[more news from this source](#)

Newswise — BOSTON — (September 6, 2013) — Good Measures and Joslin Diabetes Center announced today that they have reached an agreement, aimed at incorporating Joslin's nutritional guidelines, meal plans, exercise recommendations and other relevant resources into Good Measures' product and service offerings. This new collaboration brings together Joslin, the world's largest diabetes research and clinical care organization, and Good Measures, a firm that has developed online and mobile tools to support behavioral changes related to eating and exercise. "The Good Measures team looks forward to working with Joslin," said George Bennett, CEO of Good Measures. "We collectively appear to have the skills and resources that will permit us to improve the lives of millions of pre-diabetics and diabetics around the world. We look forward to moving ahead on this exciting and promising endeavor." Joslin will pilot the use of the enhanced Good Measures products and services with the intent of integrating the Good Measures platform into the lifestyle support it provides to Joslin patients. Good Measures and Joslin also plan to make the enhanced system available commercially to other organizations beginning January 1, 2014. "We are very excited about this new collaboration with Good Measures, and I know our joint efforts will be instrumental in addressing the obesity and diabetes pandemics," commented John Brooks, President and CEO of Joslin.

"...Elle, now 15 and still receiving her care at Joslin, is benefiting from this breakthrough approach every day..."

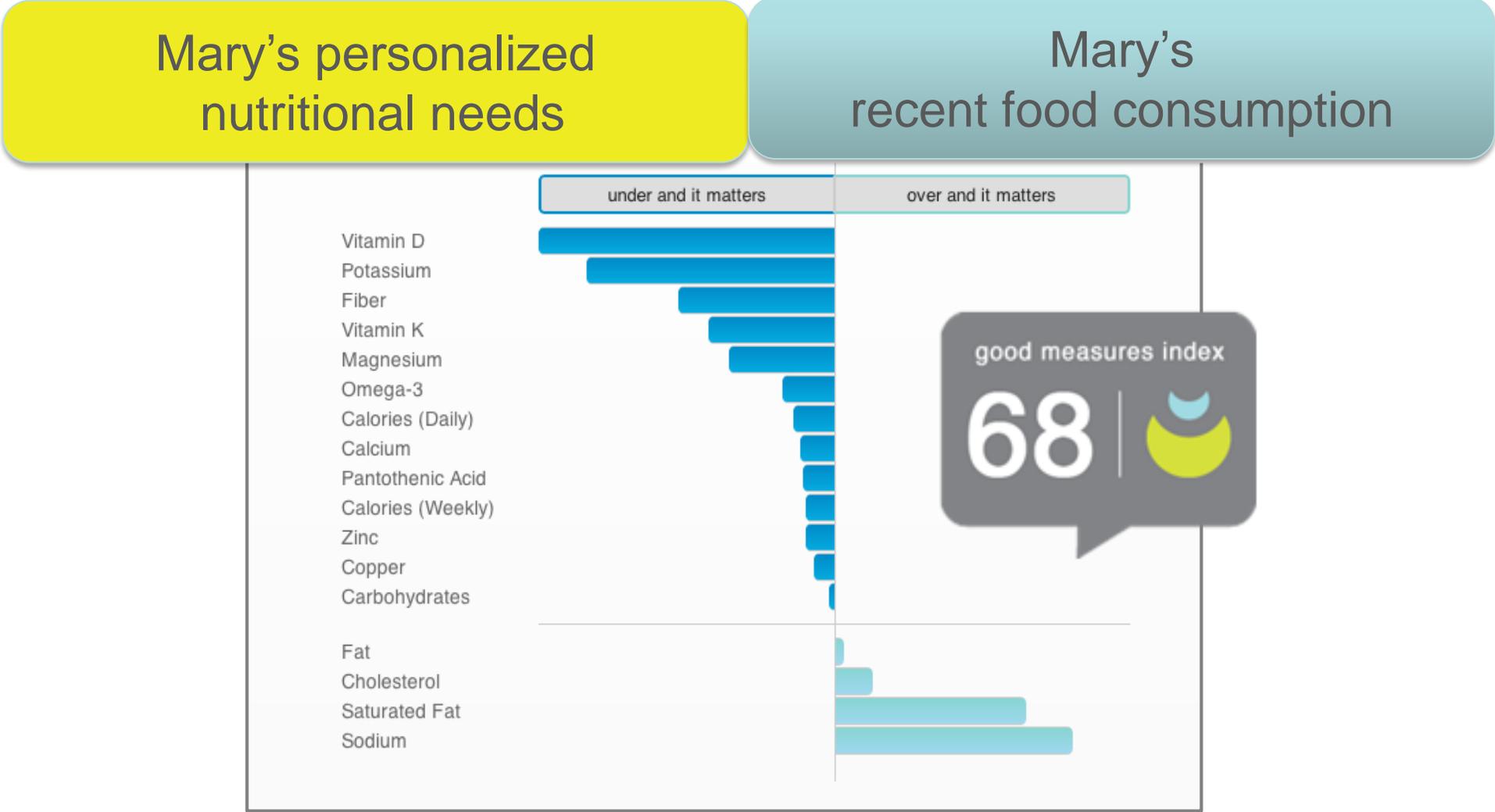
Joslin Innovation Impact Report, (2014)

The Good Measures Index: a simple idea with big implications...



The Good Measures Index (GMI) is simply a single number that summarizes nutritional deficits and excesses.

Mary's Good Measures Index (GMI) is 68. If she did not have any significant nutritional deficits or excesses, her GMI would be 100...



The Good Measures Index makes it possible for Mary to identify the options that best address her nutritional deficits and excesses simultaneously ...



Mary's personalized nutritional needs

Mary's recent food consumption

Mary's current nutritional deficits and excesses

The Good measures team argues that the "best" option for Mary is the meal that has the most positive impact on Mary's Good Measures Index (GMI).

Meal/snack libraries

GMI +7.4



GMI +6.3



GMI +14.7



GMI +5.2



GMI +8.8

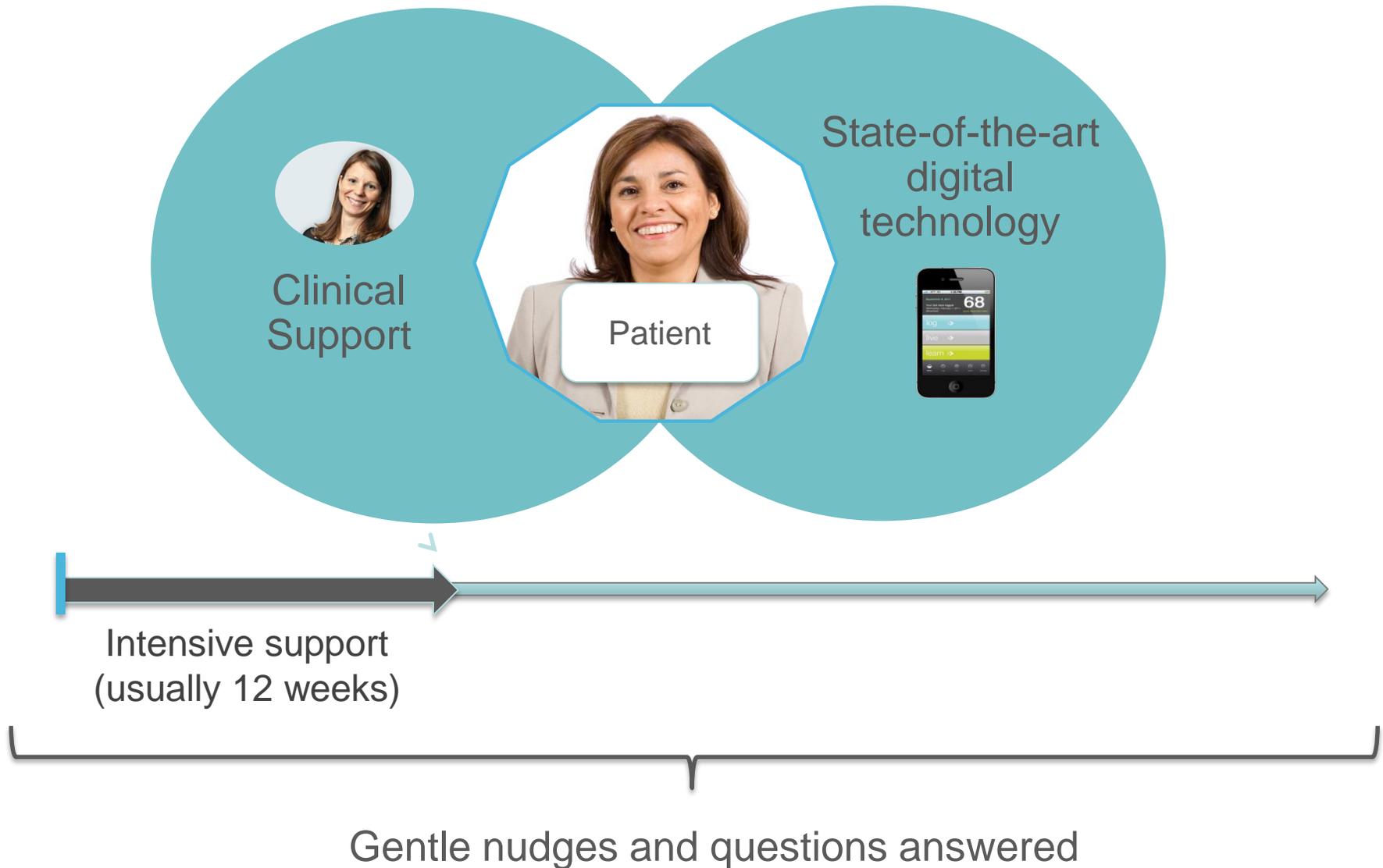


Meal libraries: Good Measures has developed a useful suite of meal/snack libraries and from time to time adds meals to those libraries and also adds entirely new libraries. Individuals or organizations who are using Good Measures services can also add libraries. For a given meal or snack, an individual can identify the meal/snack libraries that are to be searched for “optimal” meals...



- My Meals/Snacks Library (the patient’s logged meals/snacks)
- The Mediterranean Meals/Snacks Library
- The Joslin Type 2 Diabetes Meals/Snacks Library
- Subway Meals/Snacks Library
- Panera Bread Meals/Snacks Library
- Putnam Cafeteria Meals/Snacks Library (Flik food service)
- Chinese-Food-Based Meals/Snacks Library
- Japanese-Food-Based Meals/Snacks Library
- Zone-Diet-Based Meals/Snacks Library
- DASH-Diet-Based Meals/Snacks Library
- My Favorites Meals/Snacks Library
- Patient “A” personalized library for reducing side effects of medication XXXYYY

The adoption of the fresh approach is being fueled by growing evidence that shows the powerful impact that the approach has on key clinical metrics...



Study A: Impact on Total Cholesterol

(Desirable range is less than 200 mg/dL)

	<u>Pre intervention</u> Percent in the Category	<u>Post intervention</u> Percent in the Category
Desirable <200	71%	90%
Borderline High 200-239	16%	5%
High >239	13%	5%

Study B: a small randomized trial that suggests that the Good Measures approach can help many individuals living with diabetes live longer lives and healthier, less costly lives...

- A1C is a measure of glucose control; Each 1.0% drop in A1C is associated with a 20% reduction in death from diabetes.
- In Study B, the average drop in A1C level for the individuals who had a starting A1C of 7% or greater was 1.5%...which is an extraordinary result.
- Good Measures is in the process of organizing additional studies to confirm and better understand the extraordinary Study B results.

The goal of the Good Measures approach is to help people like Mary develop better eating habits and to help such people identify...

- 5 go-to breakfasts,
- 5 go-to lunches,
- 5 go-to dinners, and
- 5 go-to snacks

...that provide nutrient balance and that are composed of foods that a given individual likes.

The promise of the Good Measures approach...

Good Measures is actively commercializing the fruits of its labor



- Good Measures has developed a patent-protected approach that helps individuals achieve and maintain nutritional balance for the top 30 nutrients (only eating foods that they like).
- Preliminary research suggests that the new approach is a game-changing breakthrough that could dramatically impact the lives of hundreds of millions of individuals worldwide. The bottom line: it appears that being in nutritional balance (30 nutrients concurrently) matters significantly more than one might surmise from studying the findings of single-nutrient research efforts.



Good Measures also plans to conduct further research to further investigate the promising early findings

Commercialization options being tested by Good Measures...

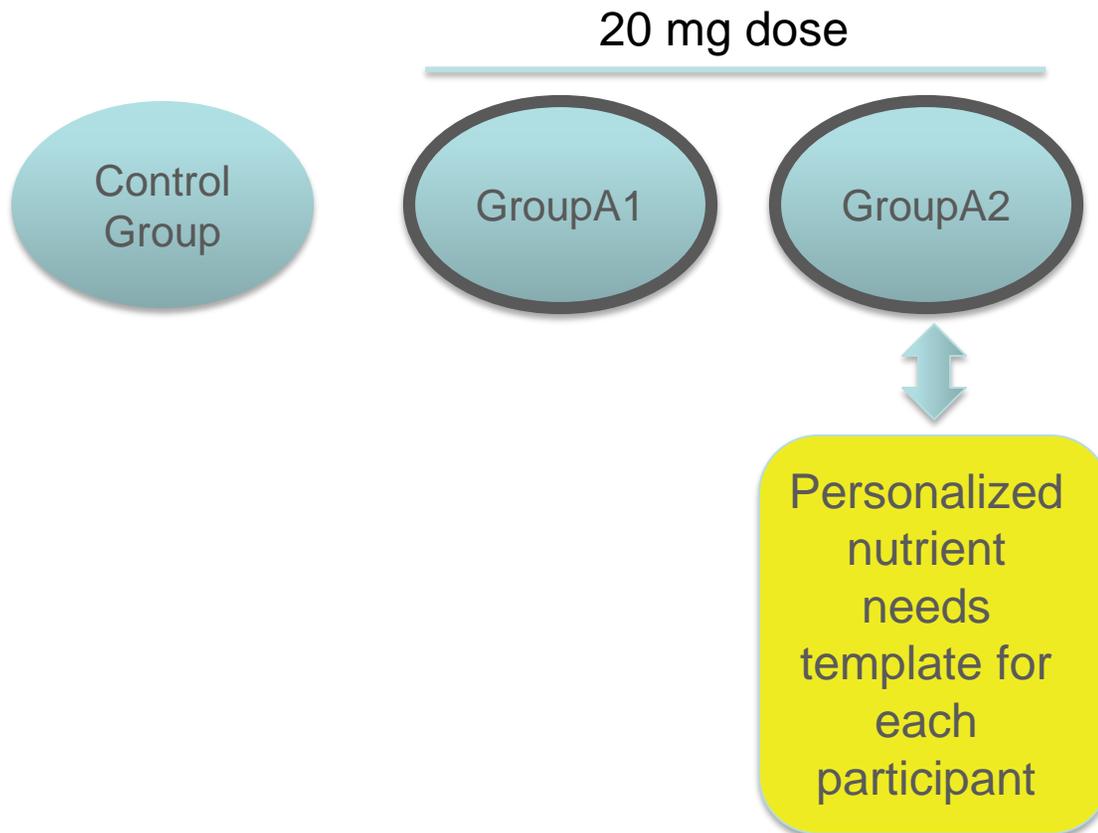
- Retail medicine
- Diabetes prevention
- Clinical verticals
- Health plans
- Self-insured employers

Active research opportunities...

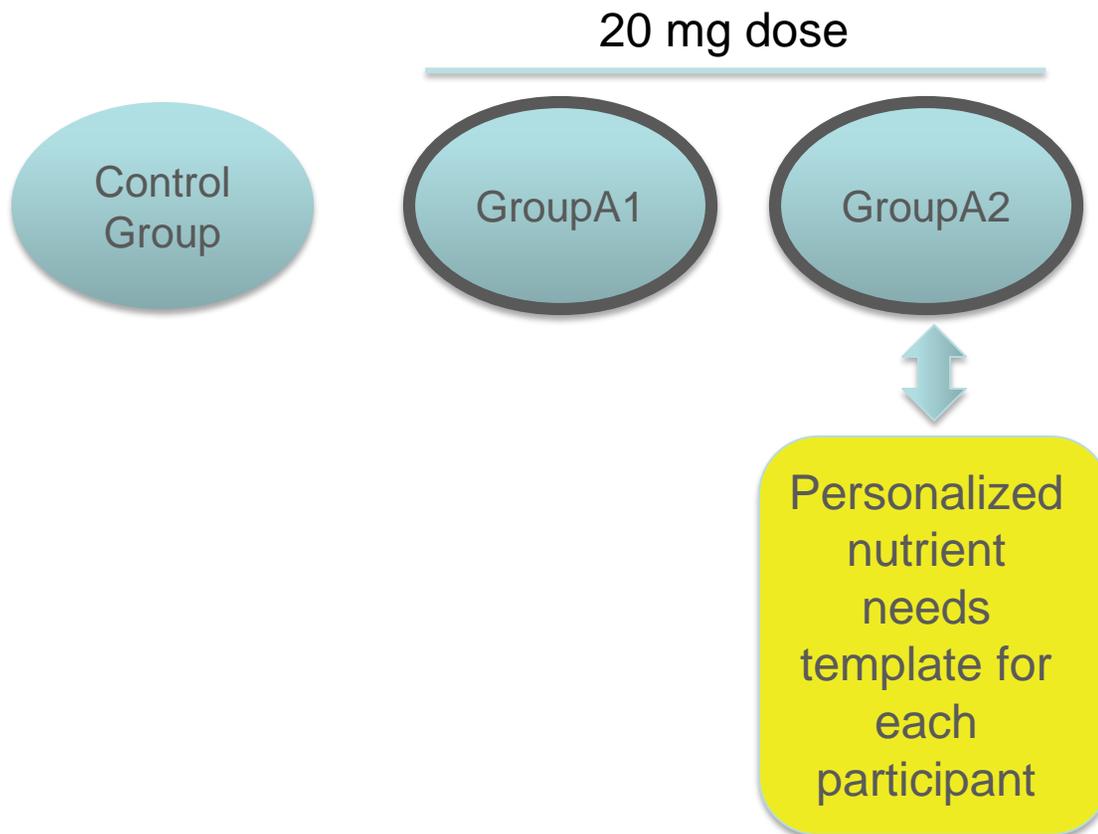
- Validation of clinical metric impact
- Homeostasis dynamics
- Pharmaceutical implications

The pharmaceutical research opportunity...

The Good Measures approach makes it possible for a pharmaceutical firm to evaluate the impact of sound eating habits on the effectiveness of a medication being tested...



Integrating nutrition into the process of developing medications is likely to dramatically improve the effectiveness of the medications and to improve the development process...



Possible impacts on the research process

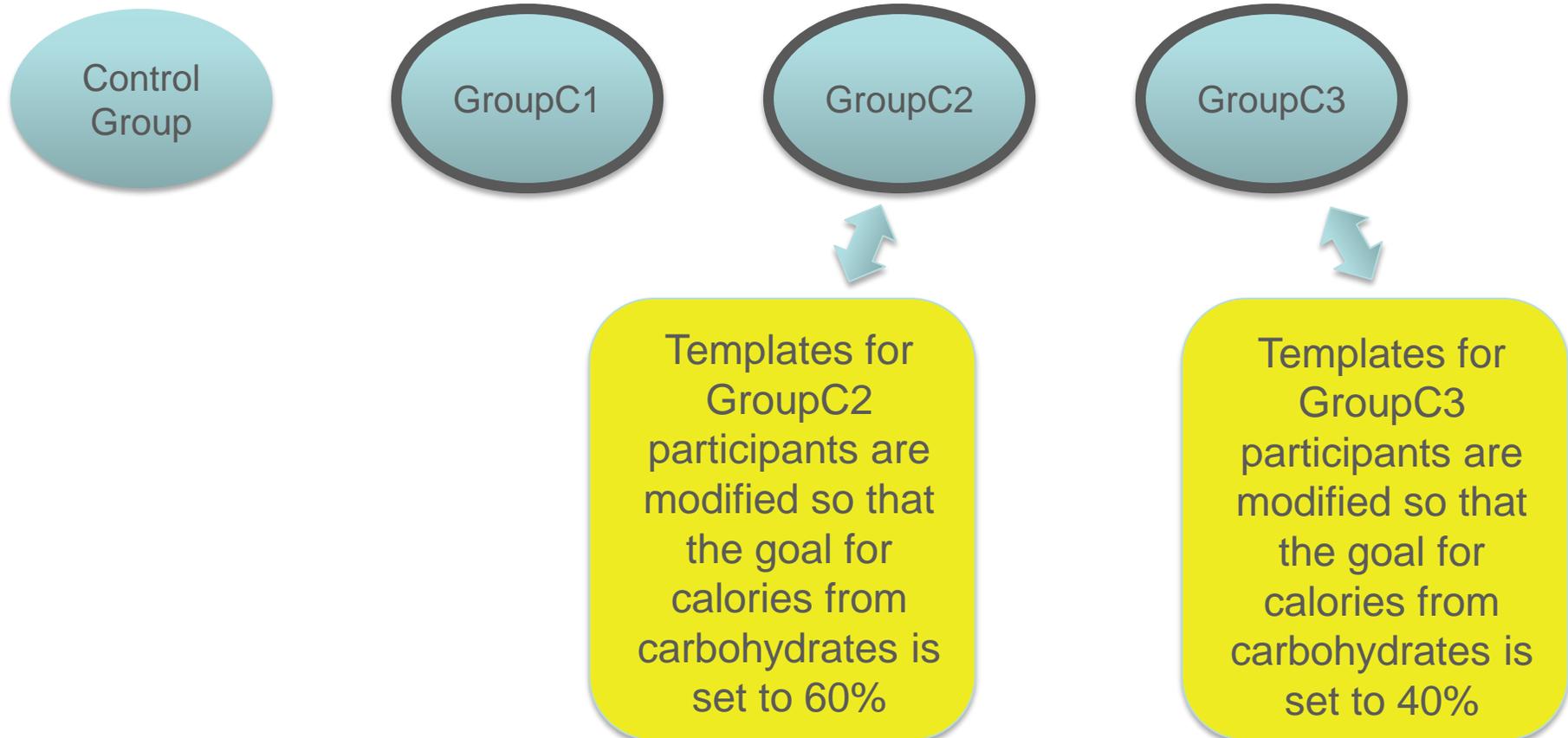
- Smaller sample sizes
- Improved medication adherence
- Improved retention of study participants

Possible impacts on research outcomes

- Enhanced clinical impact
- Reduced side effects

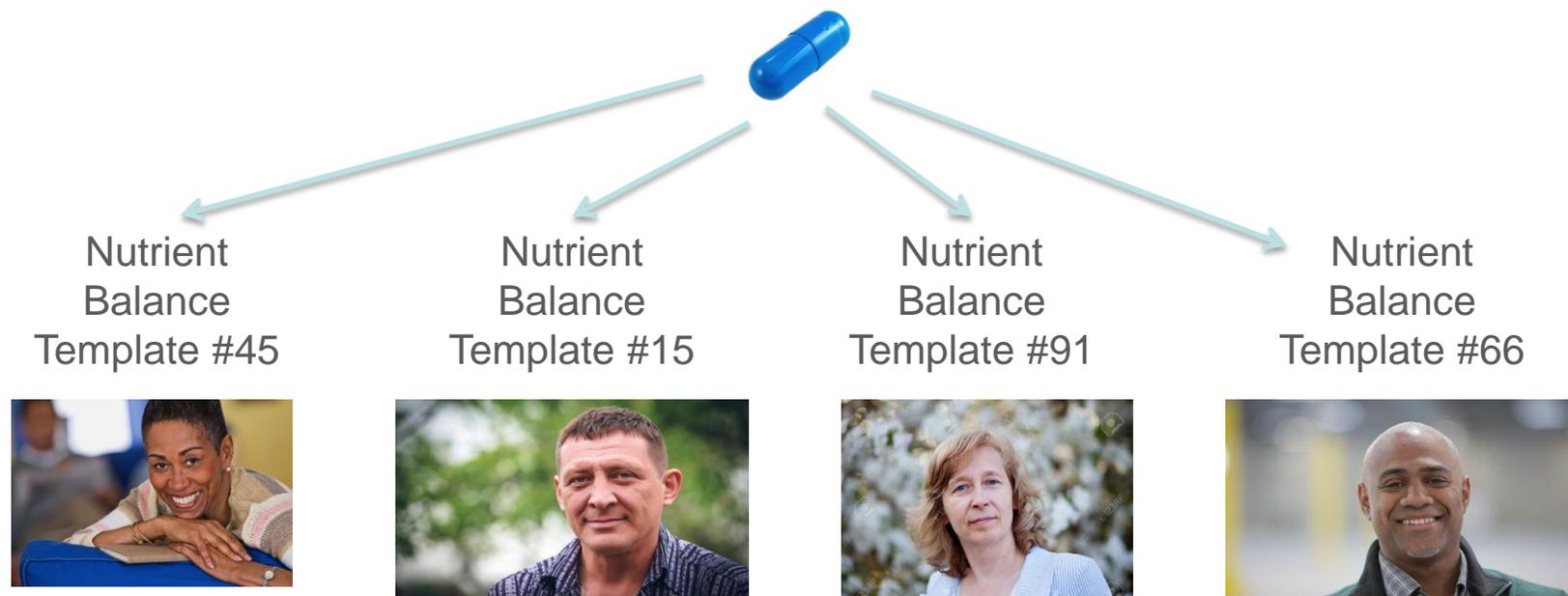
In addition, the Good Measures approach makes it possible for a pharmaceutical firm to conduct research aimed at discovering nutrition goals templates that “maximize” the efficacy of a medication for a given segment of patients...

A cohort of patients (Segment I)



A transformational idea...

Identifying the template that “maximizes” the impact of a medication is a transformational idea. In essence, this approach to personalized medicine means “adjusting” the person instead of adjusting the medication. The implications of this idea are obviously extensive.



The potential is large...

The essence: Good Measures is in active discussions with the leading pharmaceutical firms in the world regarding how the breakthrough approach developed by Good Measures might make it possible to enhance the impact of medications...by changing both the way the medications are developed and by changing the way that they are distributed and used.



Some suggestions for an aspiring entrepreneur from an energetic participant...



- Learn from a seasoned mentor if you can.
- Have a real world guidepost: find an organization that has money to buy your still-to-be-developed widget or service and that also has an interest in buying it from you if you develop it.
- Keep an eye out for Waldo.
- Have a good shovel and a willingness to use it.