

sonova



saliva collection kit



specimen bag

23andMe
DNA Collection Kit
User Instructions

1 No food or drink for 30 minutes

2 [Diagram showing funnel lid being placed over the tube]

3 Close funnel lid

4 [Diagram showing the cap being screwed on]

5 Seal in bag

6 Ship box

Read all instructions prior to collection.

Indications for use: Oragen[™] OGD-500-001 is intended for use in the non-invasive collection of saliva samples. DNA from the saliva sample is isolated, stabilized, and suitable for use in the consumer use with PCR-based, approved, or legally marketed, exempt DNA carrier screening genotyping tools. Saliva samples collected using Oragen[™] OGD-500-001 are stabilized and can be transported and/or stored long term at ambient conditions.

Special conditions for use: DNA carrier screening is intended for adults of reproductive age.

Contents: Kit contains stabilizing liquid.

Warnings and precautions: Flush with water if stabilizing liquid comes in contact with eyes or skin. Do NOT ingest. See MSDS at 23andme.com/safety-data-sheet. Small cap may pose a choking hazard.

Storage: 11°C (50°F) to 30°C (86°F).

Summary and explanation of the kit: Oragen[™] OGD-500-001 is a self-collection kit that provides the materials and instructions for collecting and stabilizing saliva samples.

STOP Register this kit at 23andme.com/start. Your sample will NOT be processed unless it is registered.

Procedure: Must gently tube between 2 and 3 minutes to deliver a saliva sample following steps 1-6.

- Do NOT eat, drink, smoke or chew gum for 30 minutes before giving your saliva sample. Do NOT remove the plastic film from the funnel lid.
- Spit into the funnel until the amount of liquid saliva (not bubbles) reaches the fill line shown in picture #2.
- Hold the tube upright with one hand. Close the funnel lid with the other hand (as shown) by firmly pushing the lid until you hear a loud click. The liquid in the lid will be released into the tube to mix with the saliva. Make sure that the lid is closed tightly.
- Hold the tube upright. Unscrew the funnel from the tube and discard. Use the small cap to close the tube tightly. Shake the capped tube for 5 seconds.
- Place the capped tube into the plastic bag containing the absorbent pad and seal the bag. Do NOT remove the absorbent pad from the plastic bag.
- Place the sealed plastic bag into the original box. Peel the strip and seal the box closed, then ship. Shipping has been pre-paid.

step by step instructions



tube container

Audiology In a world of Web and Apps

Francois Julita, Head of Digital Health Solutions, Sonova

A day in the life of...

Ben

Ben
Taxi driver
in London



UBER





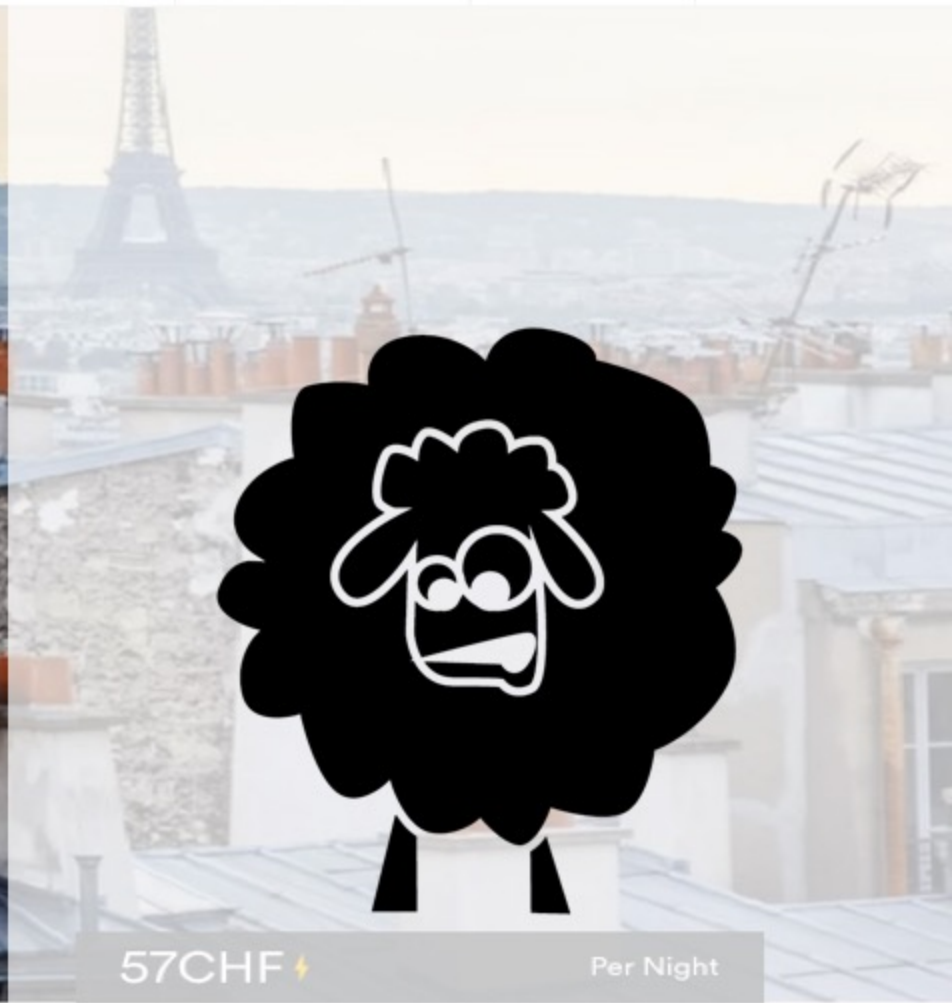
Pauline
Hotel Manager
in Paris

Become a Host

Messages 

Help 

Francois 



tmarte's Jewel- amazing view, very comfortable!

de-France, France

-  home/apt
-  2 Guests
-  0 Bedrooms
-  1 Bed

57CHF  Per Night

Check In	Check Out	Guests
<input type="text" value="mm/dd/yyyy"/>	<input type="text" value="mm/dd/yyyy"/>	<input type="text" value="1"/>

 **Instant Book**

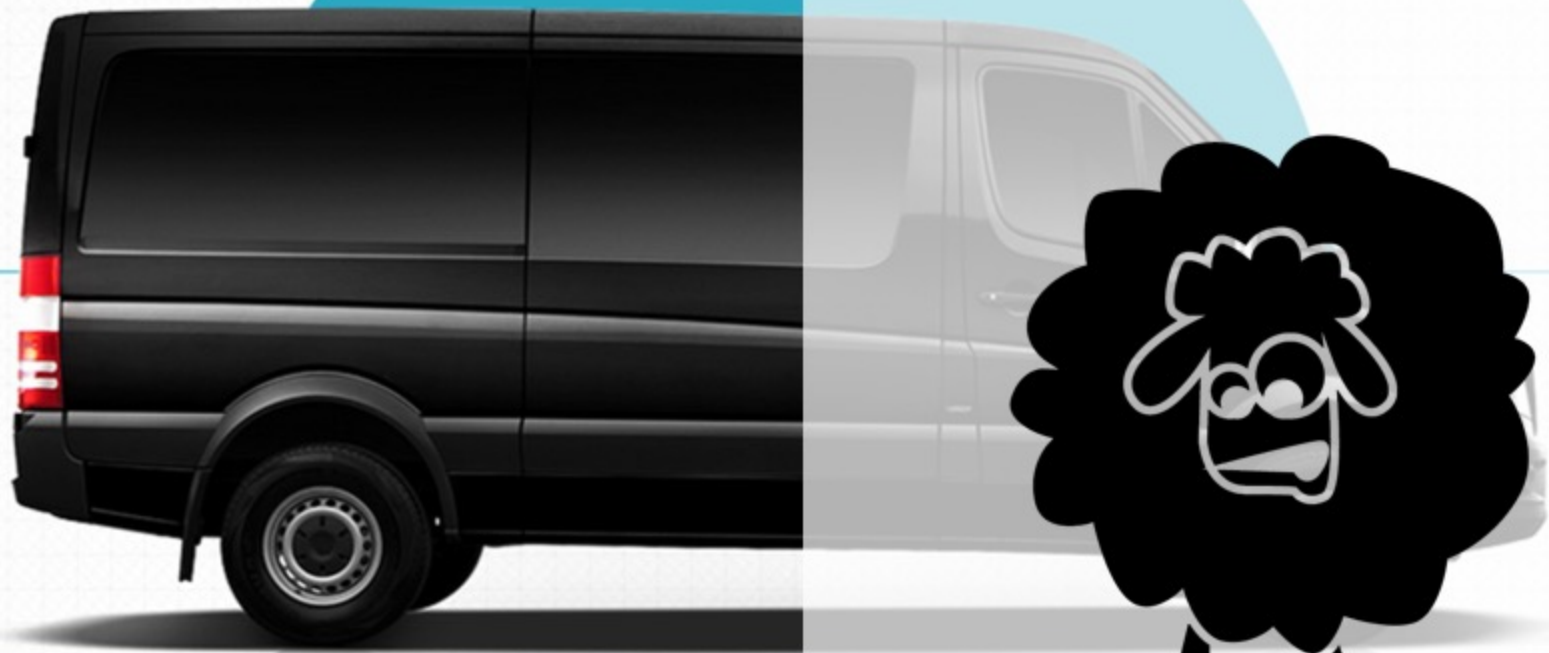
Your Credit Card will not be charged



Jorge
FedEx Driver
in Mexico City

UberCARGO

UBER QUALITY, FOR YOUR ITEMS



UberBLACK

uberTAXI

UberCARGO

BASE FARE
\$20

+

\$1.60
PER MINUTE

+

\$4.50
PER KILOMETER

MIN FARE **\$40**
CANCELLATION FEE **\$20**

SAMPLE VEHICLES: TOYOTA HIACE HYUNDAI H1 NISSAN URBAN

Year 2025

Norbert Train driver in Germany









Today

**Bruno
Bus driver in
Switzerland**

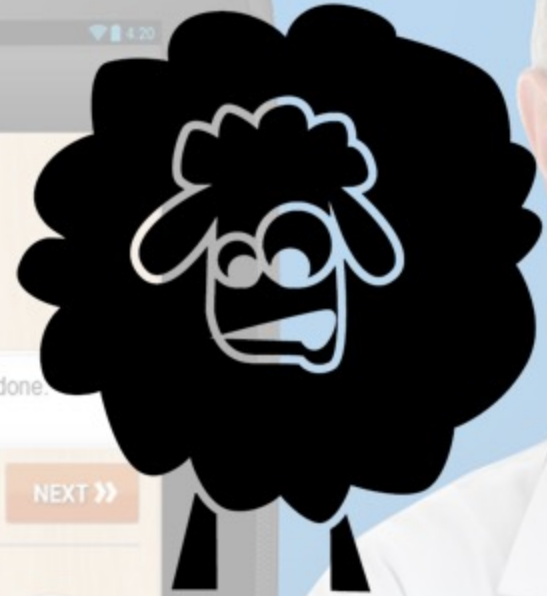
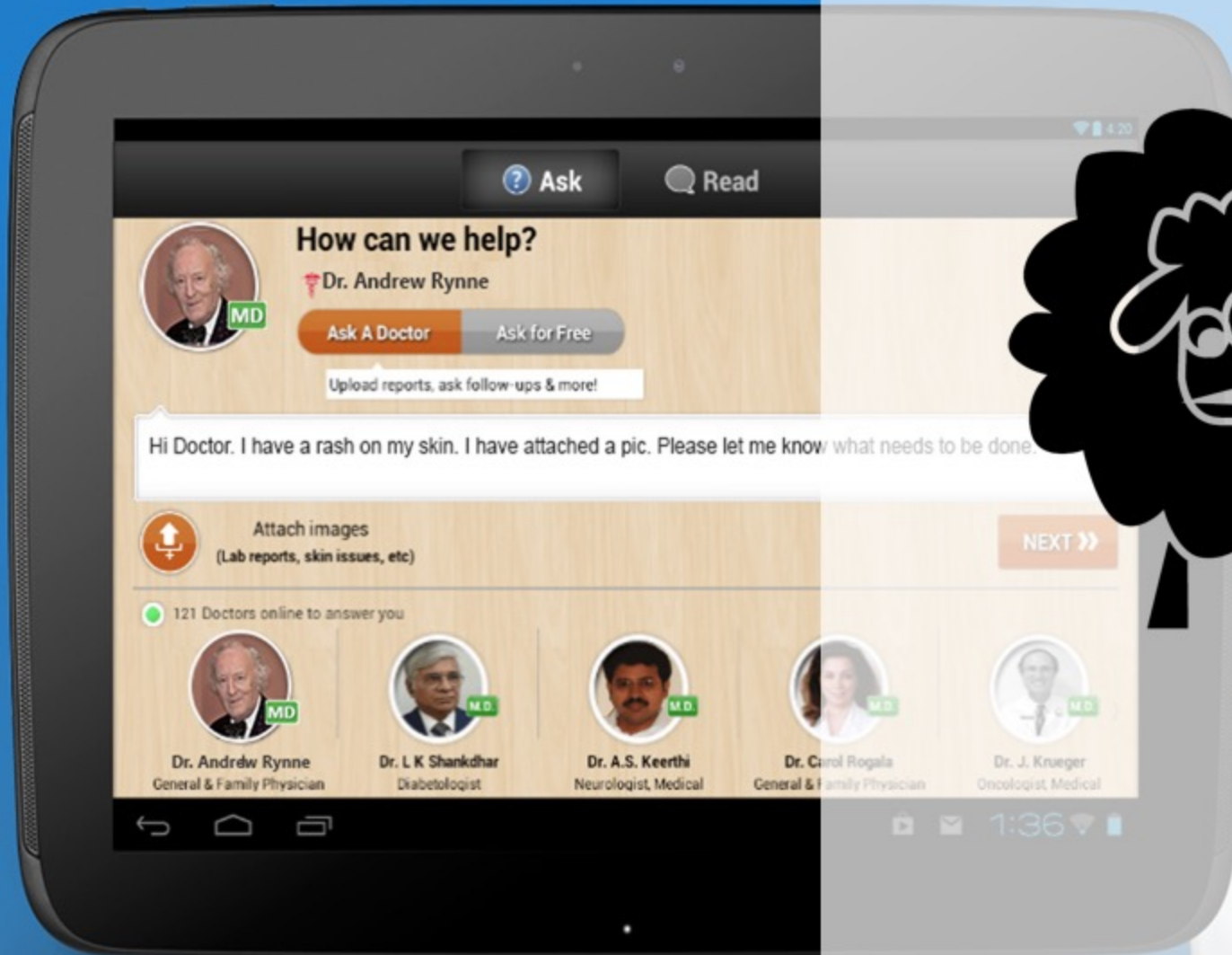


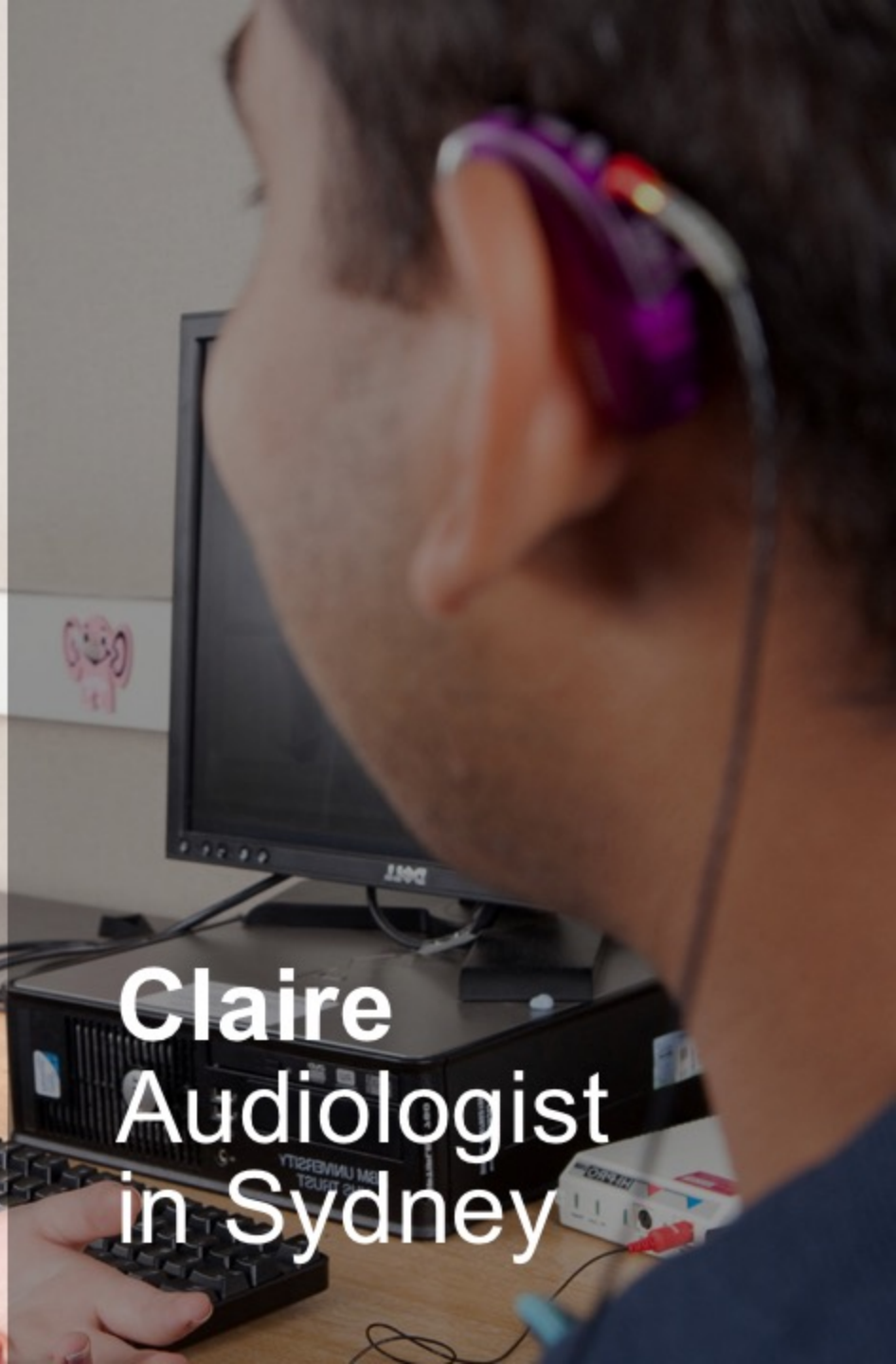
Simon
General
Practitioner
in Atlanta



Ask a Doctor on your Android Phone

Anytime, anywhere





**Claire
Audiologist
in Sydney**



Hearing aids and expert service online

Blamey Saunders hears are pioneers in the science of hearing. We invented an effective low-priced, self fit hearing aid system. Test your hearing, buy it online, adjust it yourself, and our expert team support you along the way.

Professor Peter Blamey and Doctor Elaine Saunders

Take our hearing test



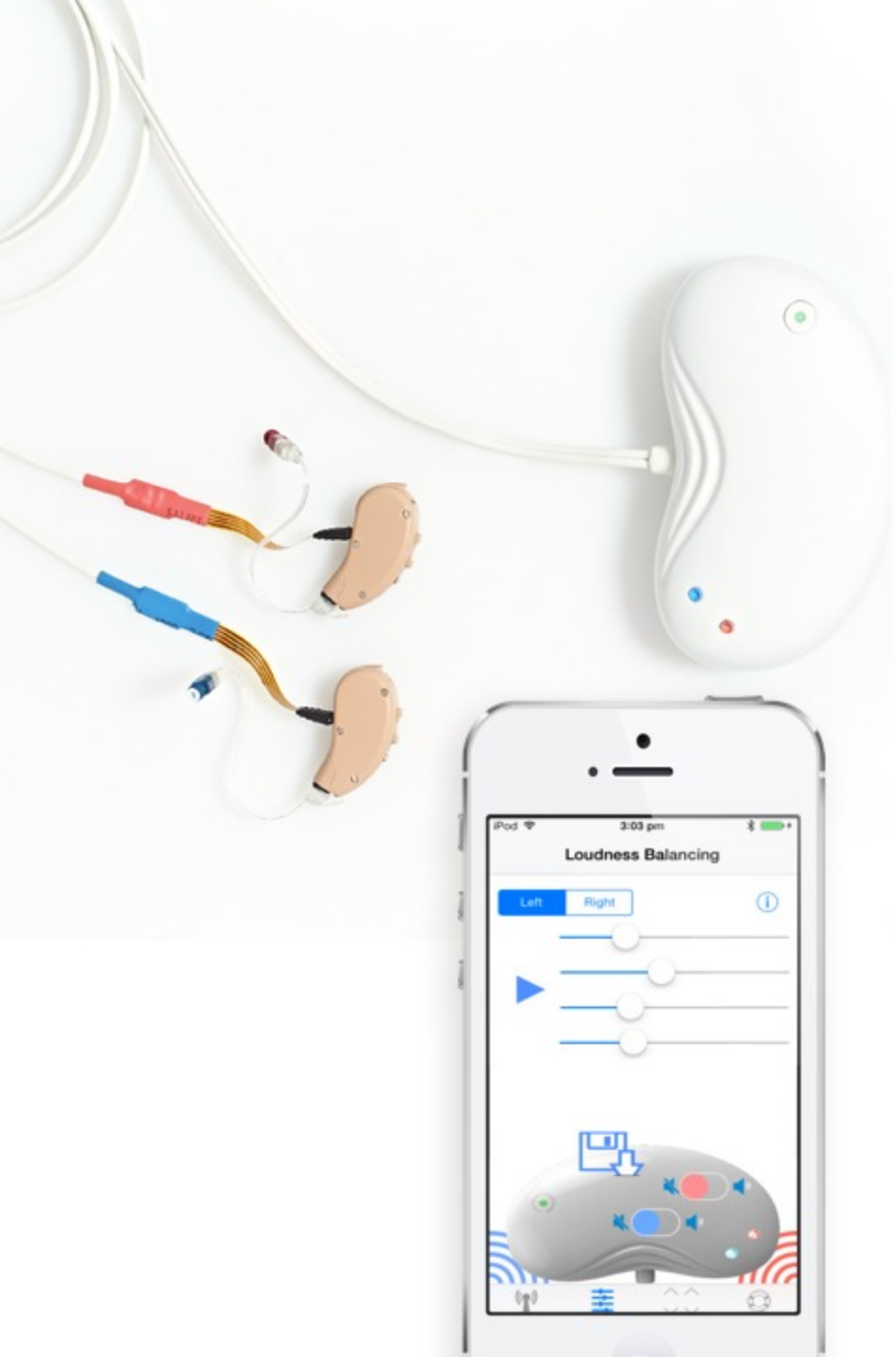
Click here to take our new [Speech Perception Test](#). It tells you about the speech sounds you are able to hear, and helps measure your hearing difficulty.



Risk-free purchase

- ✓ Free shipping for hearing aids
- ✓ 100% [no-quibble returns](#)
- ✓ 3-year [warranty](#)
- ✓ Extensive [expert support](#)

Our guarantee to you



OMG!

MEGGA

TREND

DIGITAL TRANSFORMATION

IN ALL INDUSTRIES

Pokemon GO Good or Bad?

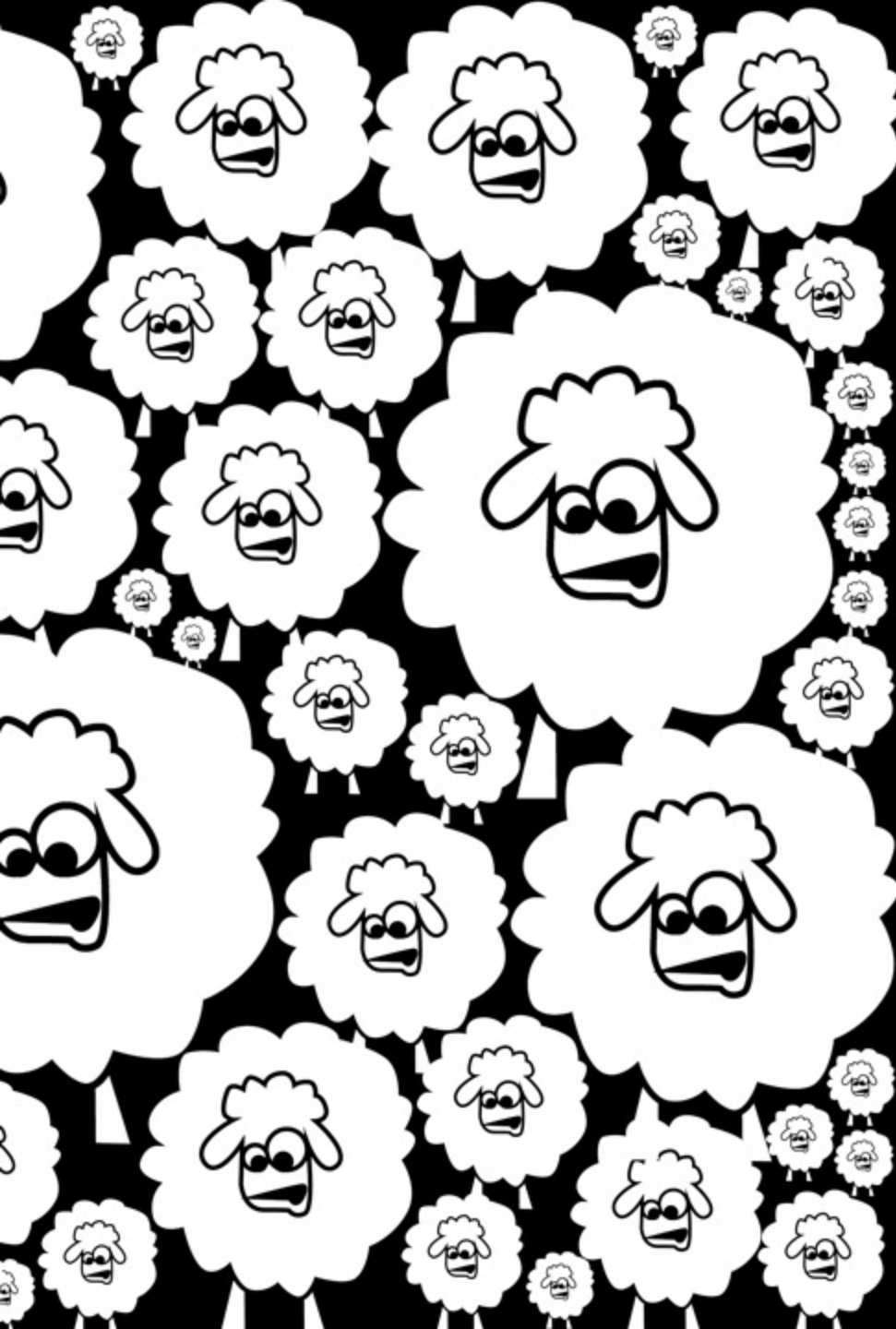




Good



Bad



CHANGE





Change
has arrived.
Embrace it?

You have to
understand
the change,
before you
can embrace it.



DRIVERS



Demanding
consumers



Web, Apps,
Cloud



Costs,
Automation

BENEFITS



Control,
Convenience



Monitor,
Insights



Optimize,
Autonomy



Monitor

Optimize

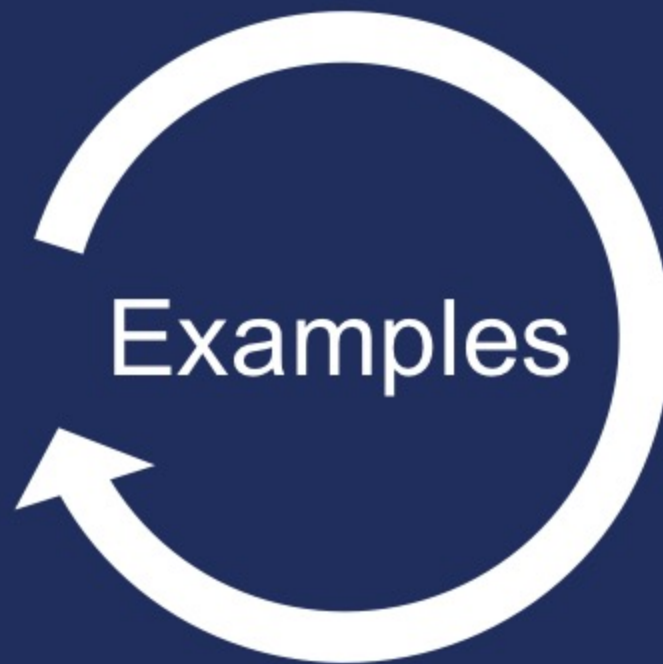
Control

Autonomy

Consumers



Technology



Healthcare



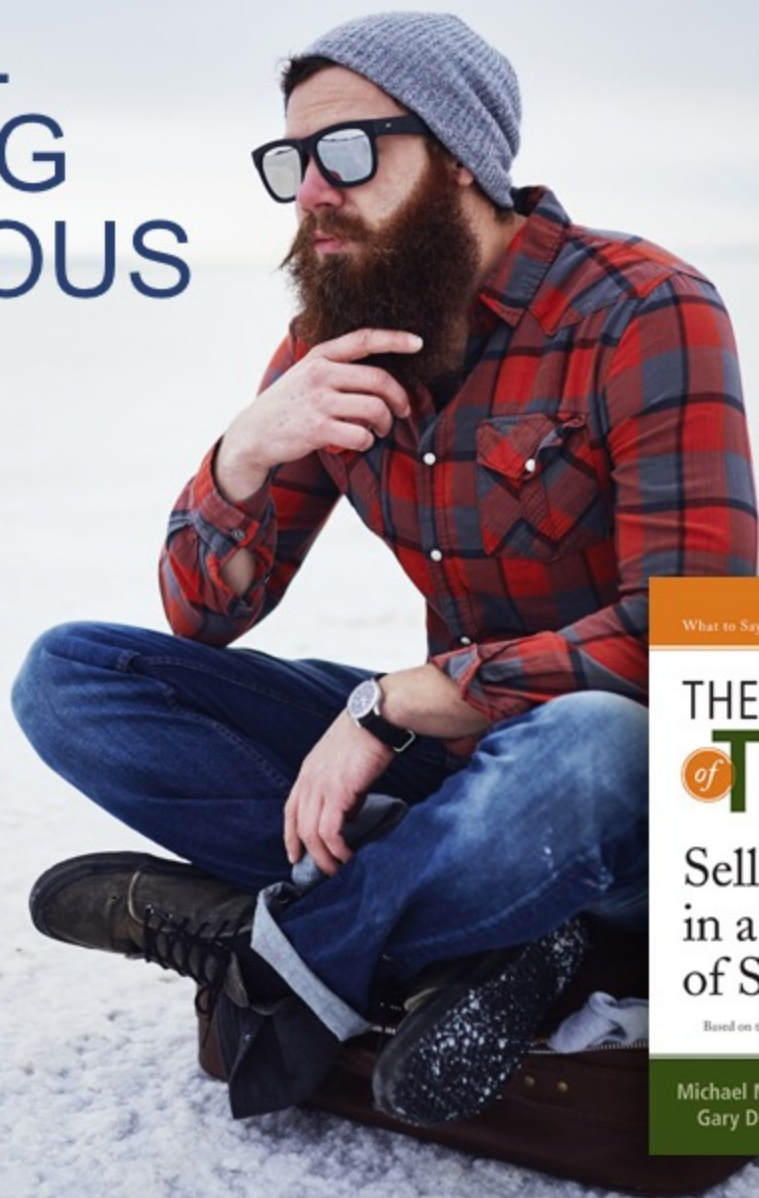
Consumers

”

The challenges
were ANSD and
... **the internet**

Marie Pigeon

ACTIV
SCEPTICAL
DEMANDING
AUTONOMOUS



What to Say, How to Say It, and Why It Matters

THE LANGUAGE
of **TRUST**

Selling Ideas
in a World
of Skeptics

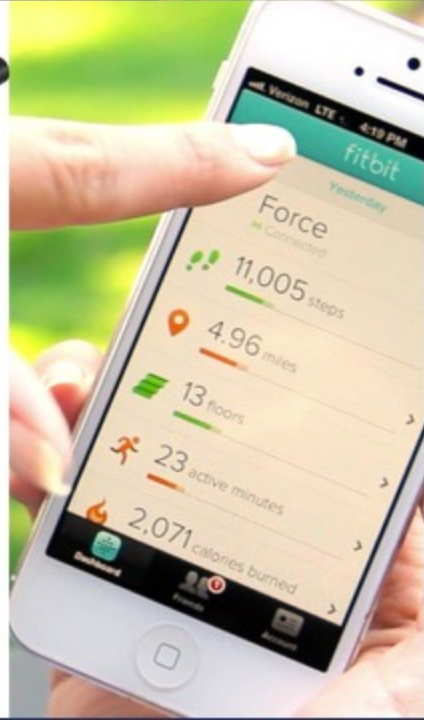
Products
Issues
Yourself
Services

Based on the acclaimed New Word Order program

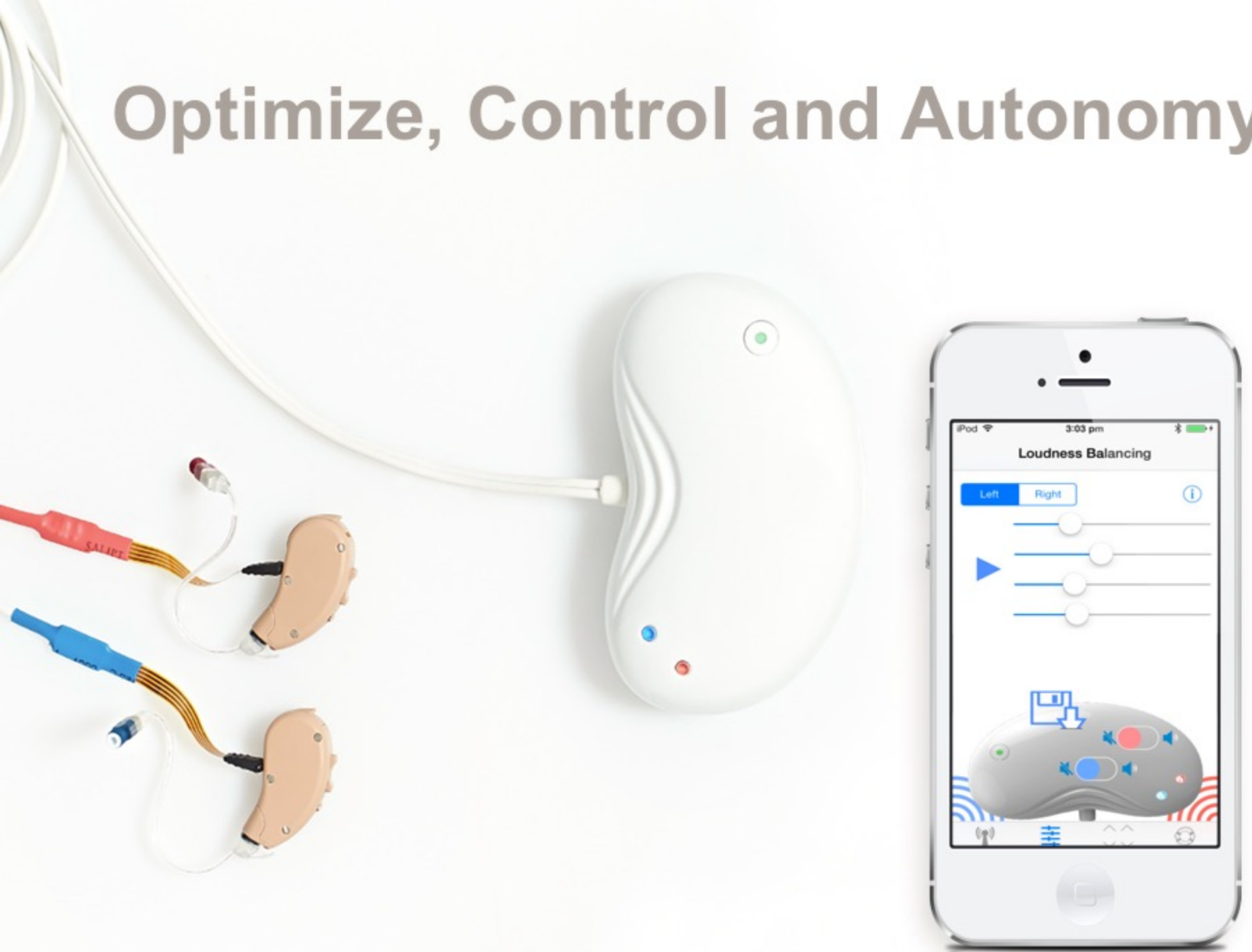
Michael Maslansky with Scott West,
Gary DeMoss, and David Saylor



65+ ACTIVE
SCEPTICAL
DEMANDING
AUTONOMOUS



Optimize, Control and Autonomy





Healthcare

”

**Data logging is
a gigantic tool...
I wish we could
do more.**

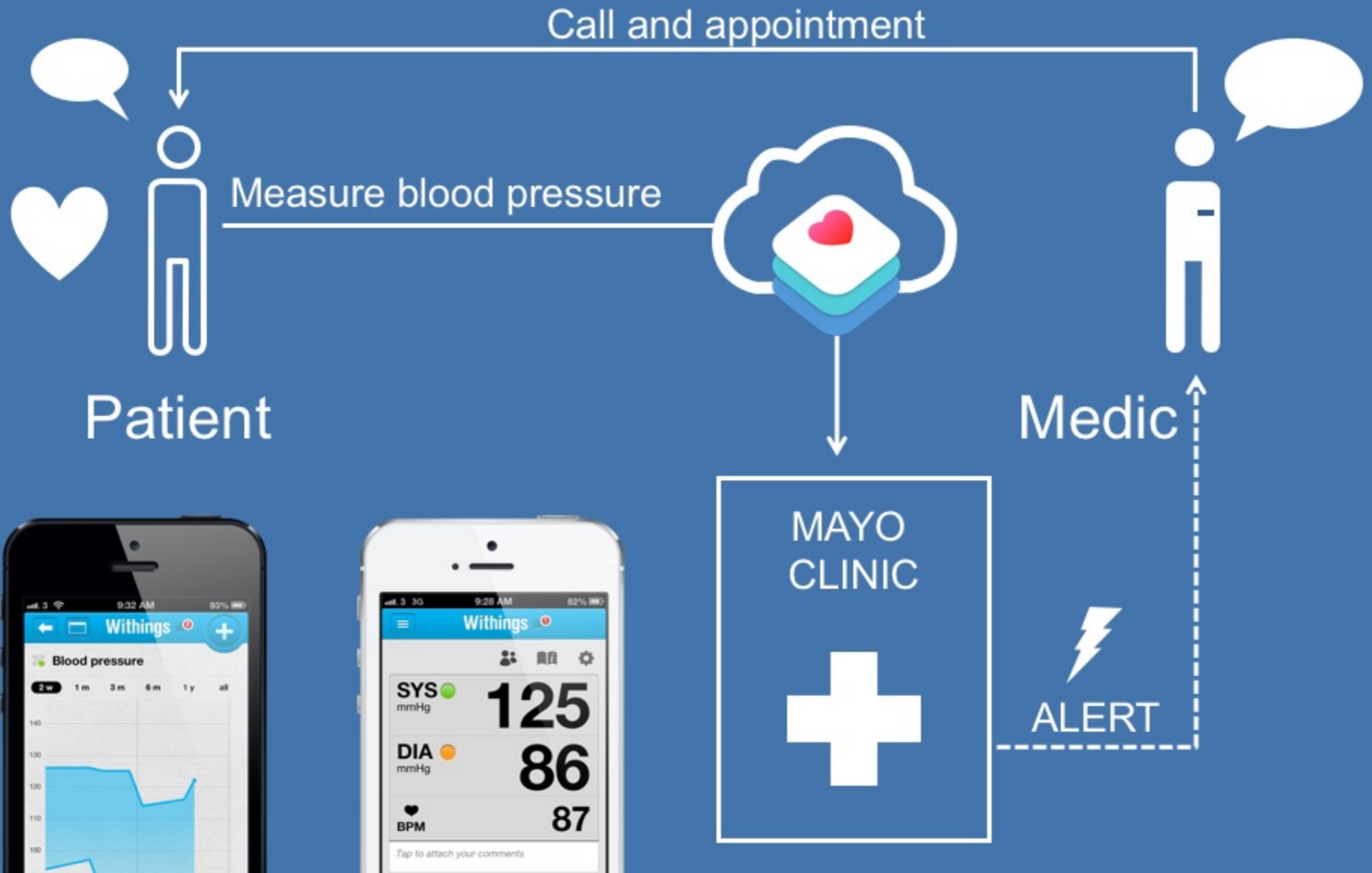
Marie Pigeon

”

Data logging is
great but it does
not give
**situational
information.**

Ryan McCreery

Health checks in future





Mayo Clinic – myCare App, integrate patient in rehab

My Patients



Cardiac Surgery : Coronary Artery Bypass (CABG), Hypertrophic Cardiomyopathy (HOCM), Mitral Regurgitation, Aortic Stenosis

Finished

Last Updated: 12/12/2013 12:20 PM
Dismissal Date: 10/30/2012 12:00 AM

[View Patient Profile](#)

ESDP Summary

ESDP Score

Assesment Date: 10/24/2012

9

Care Plan Summary

Care Plan

70 of 70 complete

100%
On Track

Care Plan History



Pain Summary

Pain Level

6

Pain

Pain History



Activity Level Summary

Activity Level

Last Download Date:
10/29/2012 2:00:05 AM

379

Activity Level

Activity History



Steps Taken Summary

Steps Taken

Last Download Date:
10/29/2012 11:44:05 PM

2009

Steps Taken

Steps Taken History



Movement Summary

Movement

11

Movement

Movement History



Care Plan Details

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6
100% Complete (13/13)	100% Complete (11/11)	100% Complete (12/12)	100% Complete (11/11)	100% Complete (12/12)	100% Complete (11/11)
+ Day Summary (1/1)	+ Day Summary (1/1)	+ Day Summary (1/1)	+ Day Summary (1/1)	+ Day Summary (1/1)	+ Day Summary (1/1)
+ Education (7/7)	+ Education (3/3)	+ Education (3/3)	+ Education (2/2)	+ Education (3/3)	+ Education (3/3)
+ Recovery (5/5)	+ Recovery (7/7)	+ Recovery (3/3)	+ Recovery (3/3)	+ Recovery (3/3)	+ Recovery (7/7)



Twine – Coaching to achieve health goals

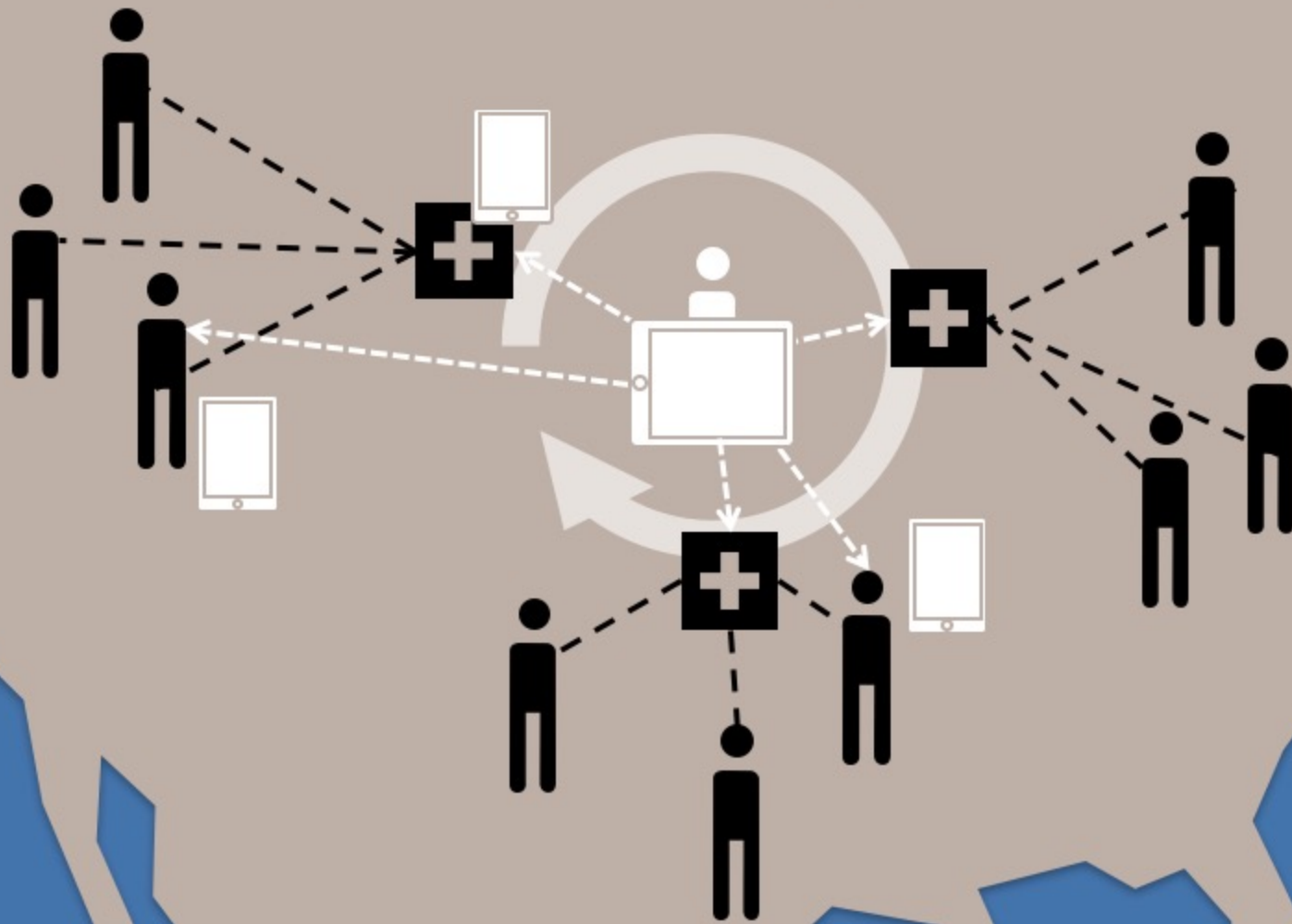


HealthTap – 76'000 registered physicians, 3bn answers served

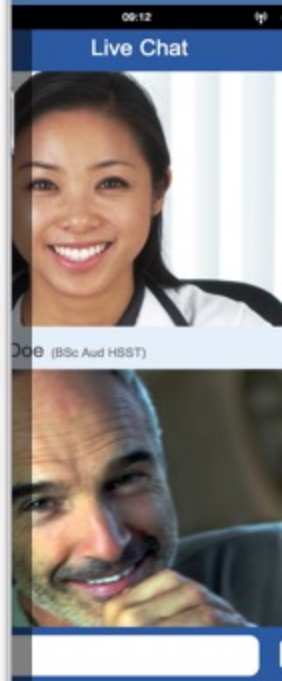
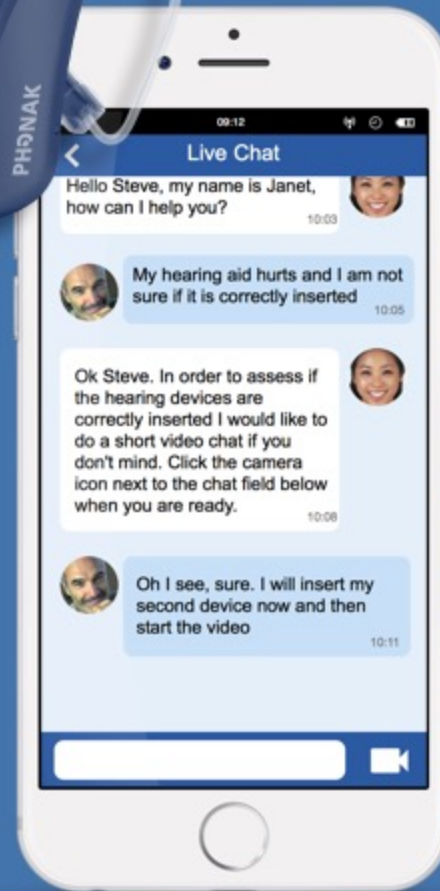
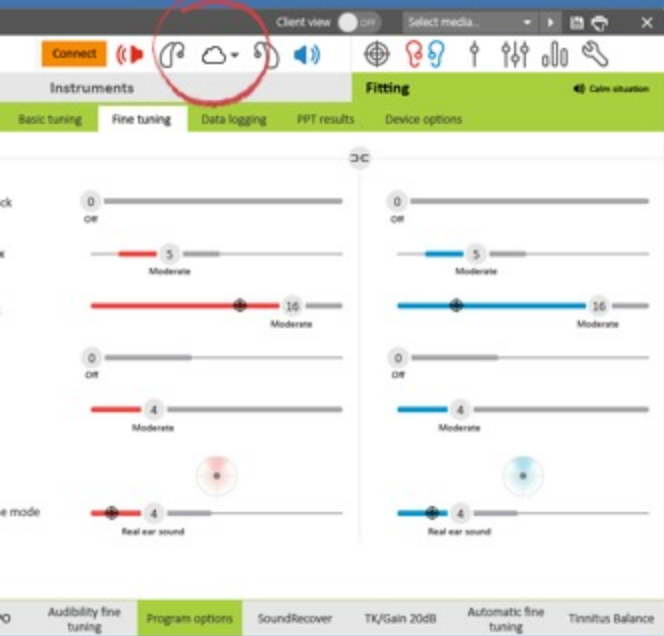


Orthocare – Self adjust with expert at your side

TELE AUDIOLOGY by Phonak



TELE AUDIOLOGY by SONOVA



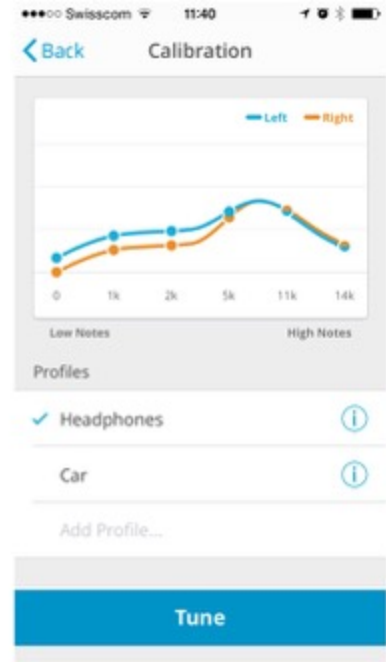
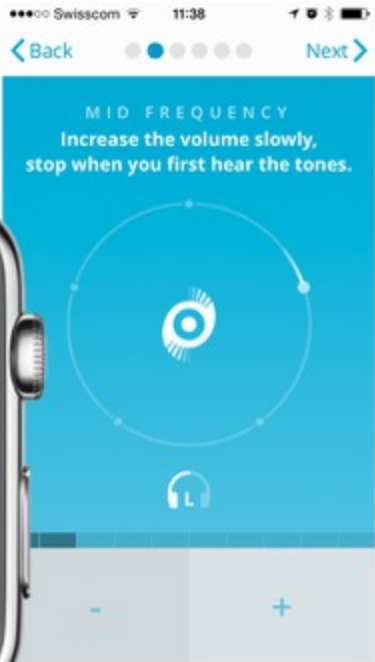


Technology

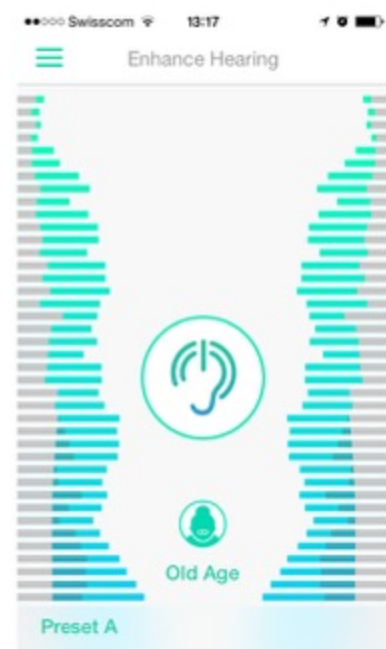
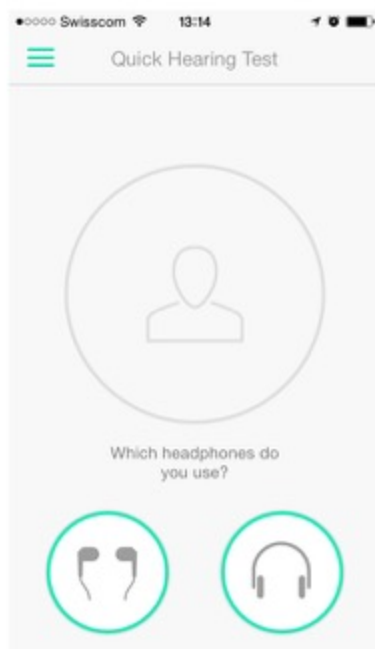
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Parents were not aware that day-care team did not put HA in...

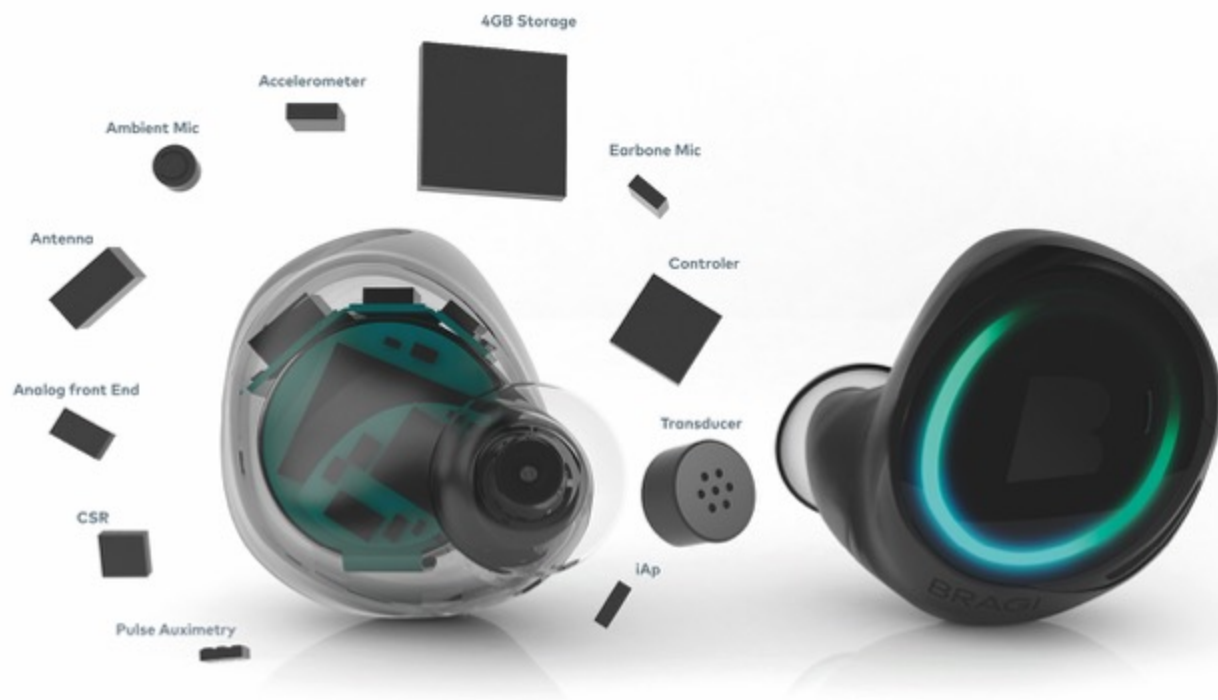
Ryan McCreery



APPS



HEARABLES – All in one?



Inside The Dash:

Electronics

4GB Flash Storage
 Bluetooth 4.0 with APT-X
 Analog Frontend with 23bit ADC
 32bit ARM Processor
 Battery 100-mAh
 Digital Signal Processor

Bluetooth



Size



Sensors

3-Axis Accelerometer
 Red + IR LED & Optical Sensor
 Ambient Mic
 Ear Bone Mic
 Thermometer
 5 Field Capacitive Sensor

Track Your Performance

Distance*	Speed*
Steps	Cadence
Pace	Time
Rotation	G-Force
Turns	Drop Rate*
Airtime	Altitude*

*with GPS Pass Made Possible

Measure Your Body Vitals

Heart Rate
Heart Rate Variability
Oxygen Saturation
Body Temperature
Calories Burned



 Lumafit

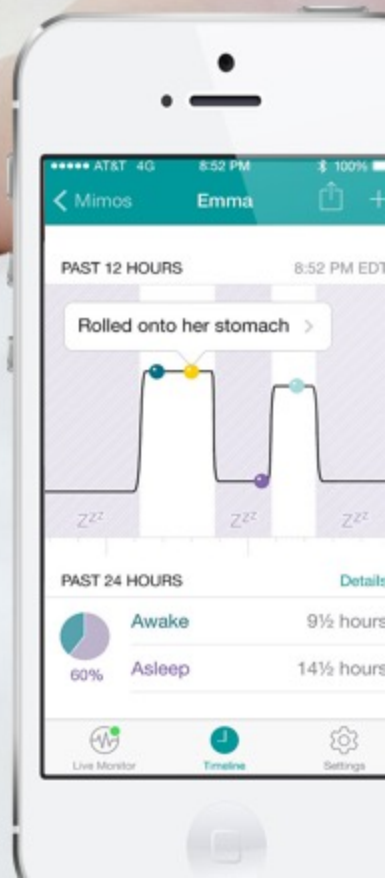
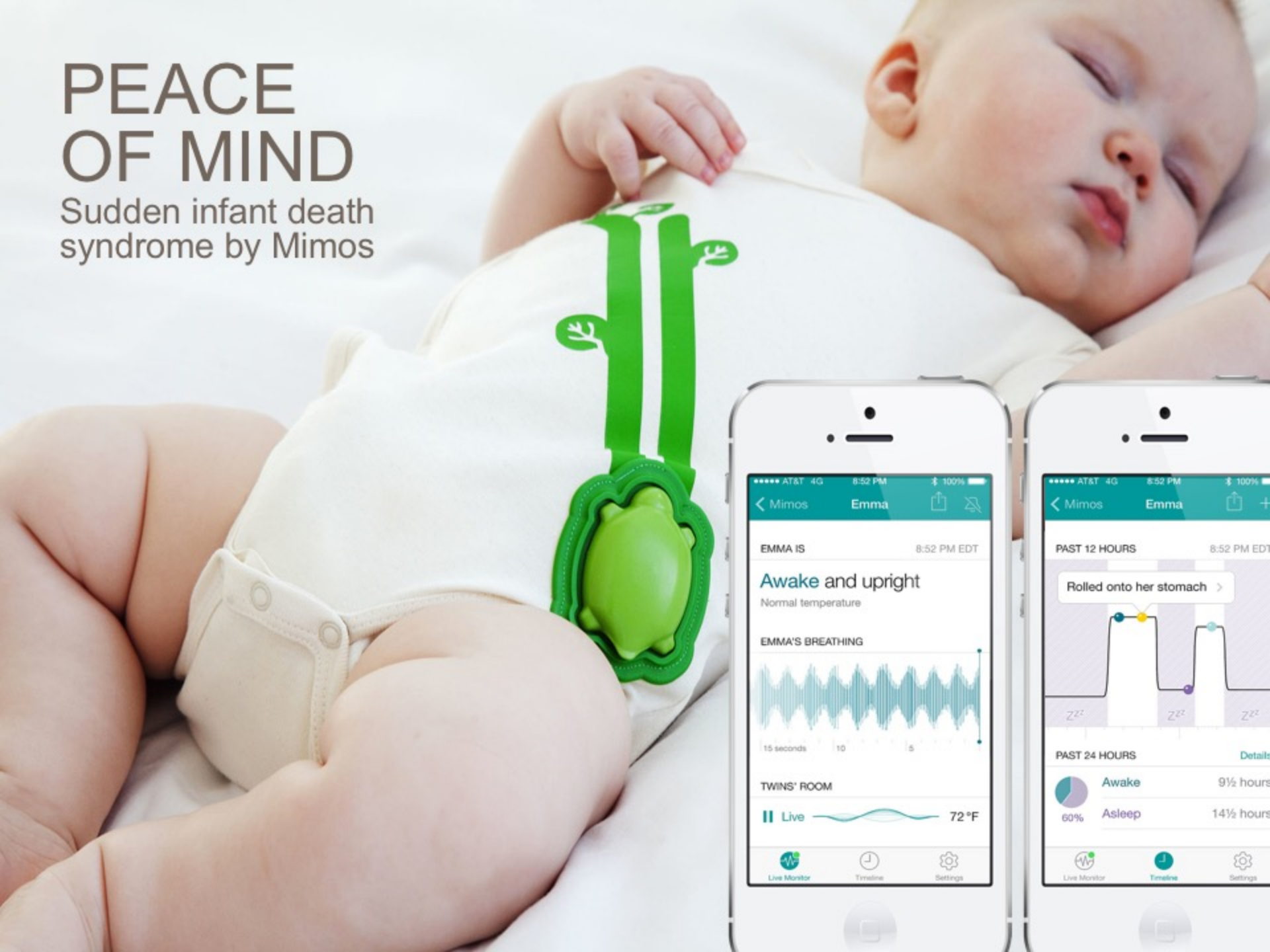
INTERACTIVE FITNESS COACH

PLAY VIDEO

HEARABLES - HEALTHABLES

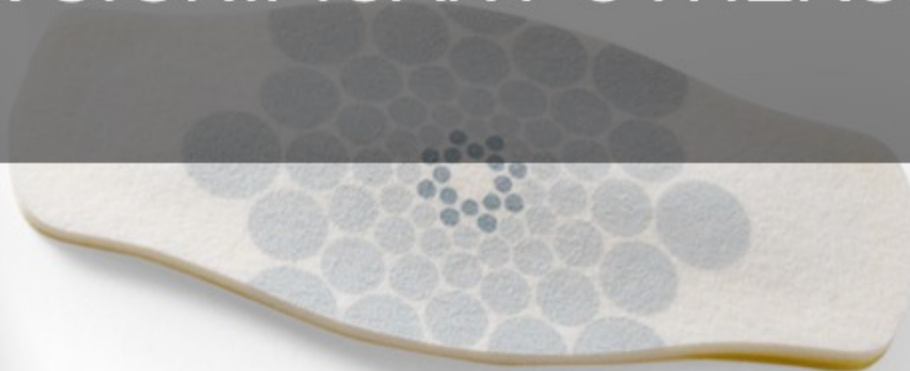
PEACE OF MIND

Sudden infant death syndrome by Mimos



PEACE OF MIND FOR SIGNIFICANT OTHERS

Medicine Monitoring by Proteus





Integration of deaf people

UNI by motionsavvy

Take home
message



Change
has arrived.
Embrace it...

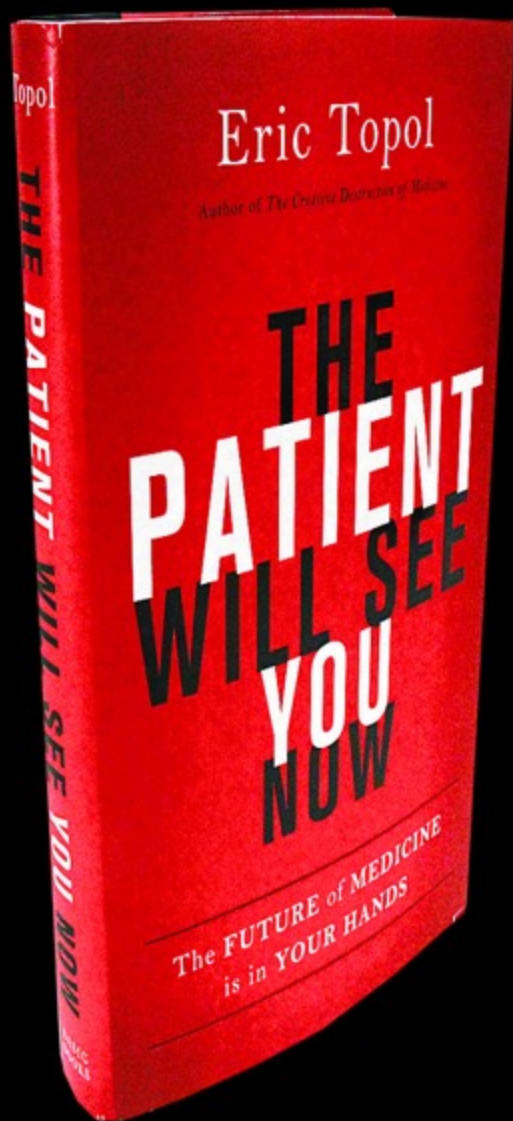


Monitor

Optimize

Control

Autonomy



Unsure?

How smart, connected products are transforming competition

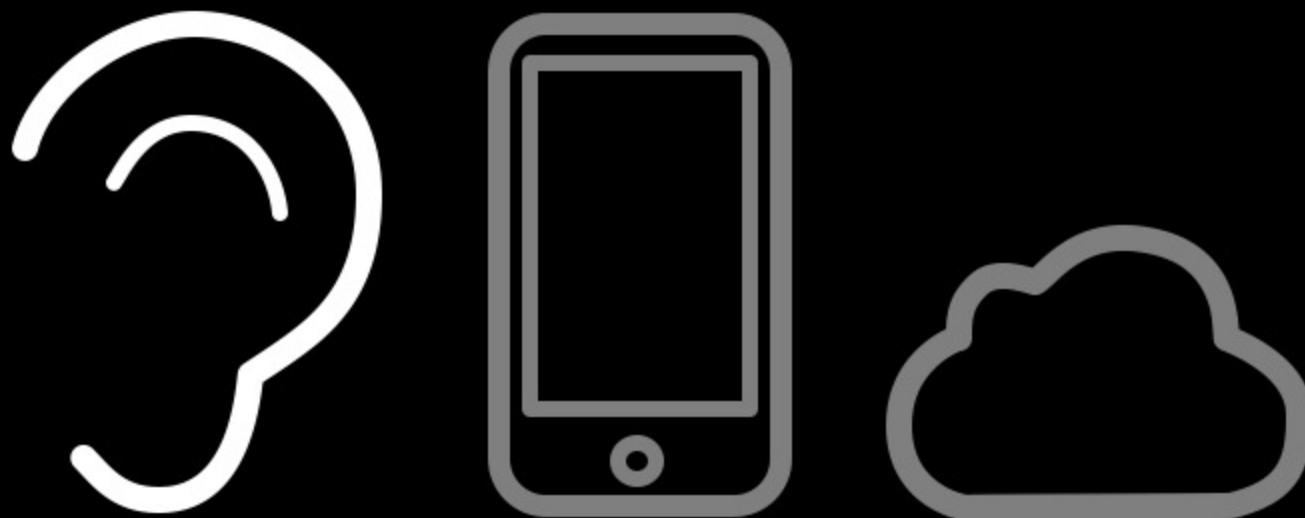
Michael E. Porter

Harvard Business Review Nov 2014

The patient will see you now

Eric Topol, 2014

Bestselling medical book of 2015



THANK YOU!

francois.julita@sonova.com