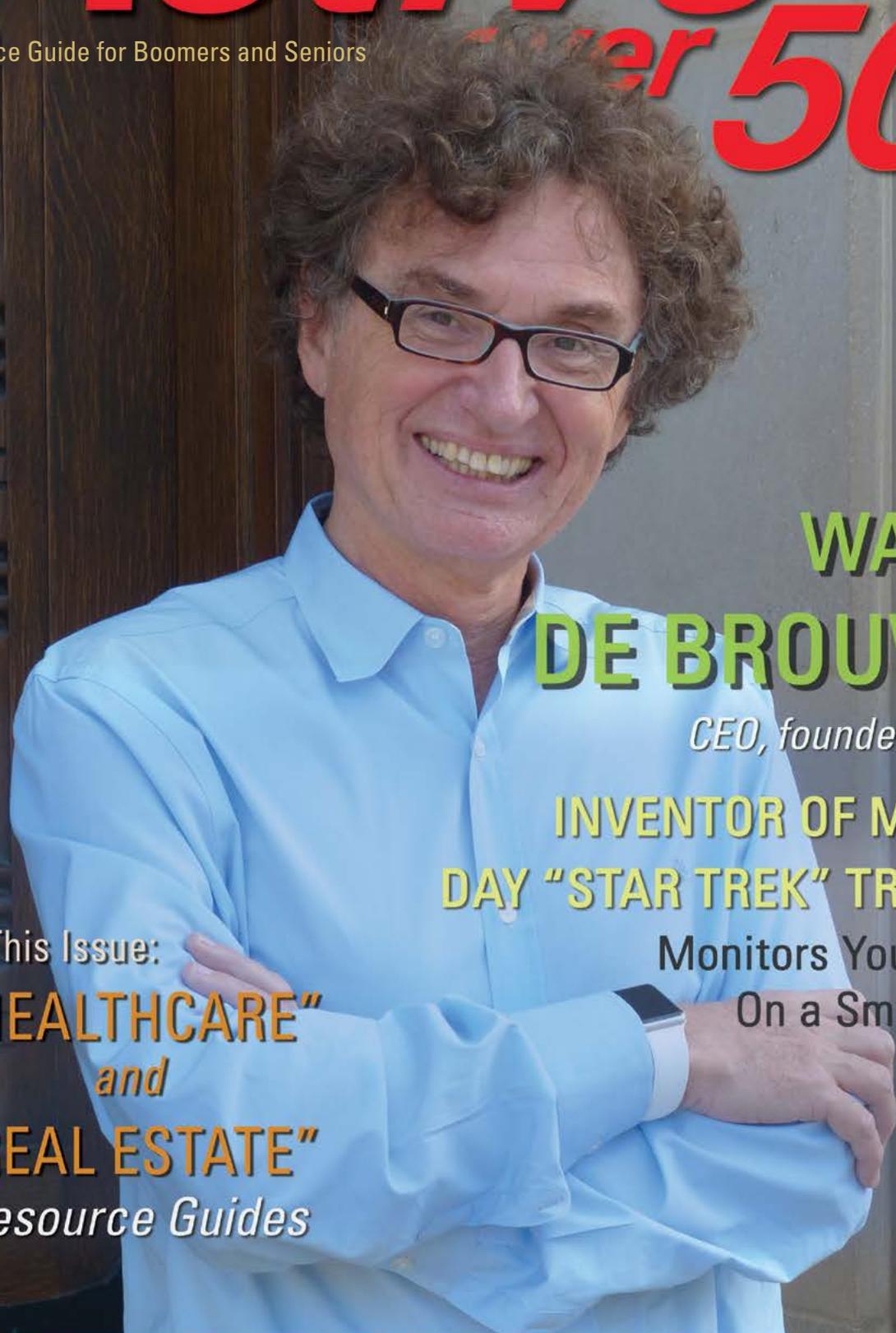


Active Over 50[®]

Resource Guide for Boomers and Seniors



**WALTER
DE BROUWER**

CEO, founder Scanadu

**INVENTOR OF MODERN
DAY "STAR TREK" TRICODER**

**Monitors Your Health
On a Smartphone**

In This Issue:

"HEALTHCARE"
and

"REAL ESTATE"
Resource Guides

Walter de Brouwer

Age: 58

Occupation: CEO and Founder of Scanadu

Education: Walter earned a master's degree in linguistics from the University of Ghent and a PhD in Semiotics from Tilburg University, Netherlands

Marital Status: Married

Residence: Los Altos, CA

How did you come up with the idea of Scanadu?

In 2005, my wife Sam and I spent a year in the hospital with our son who had suffered a severe brain injury. We were completely in the dark about medicine, and felt such a sense of powerlessness. To cope with this frustration, we began to log the numbers on the machines and teach ourselves what certain patterns meant. Once we understood the data, we felt at ease and were able to have better conversations with the doctors and even began to help the other people in the hospital.

I realized that there is no device right now that gives us, the consumer, this type of information. I grew up with Star Trek and as a Baby Boomer it deeply influenced me, I look at the TV series as a business model. For me with the Tricorder as one of the ultimate device. In 2010, with recent advances in sensors and mobile technology, I set out to make it a reality. Our mission is to make this the last generation to know so little about our health.

“We want to give 8 billion people access to quality healthcare on their smart phone.”

What are you trying to do?

We want to give 8 billion people access to quality healthcare on their smart phone. It will not only empower the consumer like never before but also help improve the conversation you have with your

doctors. With Scanadu Scout for example, our first goal is to reduce anxiety by giving consumers access to all their vital signs including cuffless blood pressure, heart rate, temperature and SpO2 in seconds.

As we become more informed about our health, doctors will no longer act as accountants of our health records but information analysts. Medicine will belong to the people and will no longer be locked inside the walls of the hospitals.

This reduction of anxiety for the consumer means less trips to the doctor (or quicker trips) which will ultimately result in a cost savings as well.

What is a medical “tricorder” and how does it work?

Scanadu Scout is a vital signs monitor that in under 40 seconds measures heart rate, temperature, SpO2, and systolic and diastolic blood pressure-cuffless. It takes these readings simply by holding the device

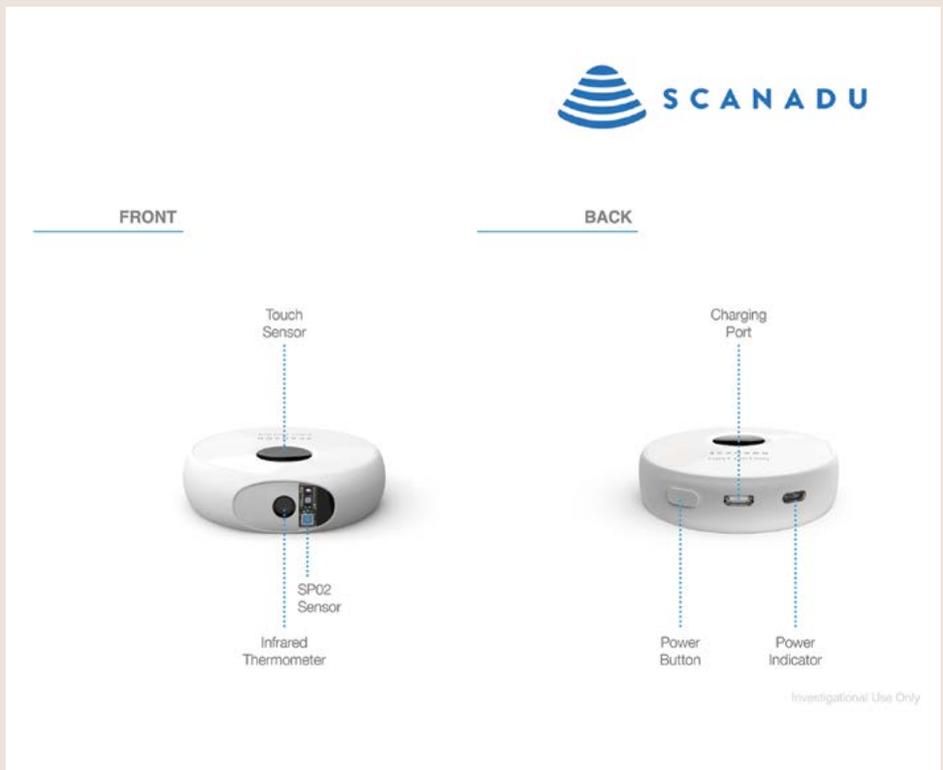


Scanadu's Scout medical device

to your left temple and then the data is sent to your smartphone via Bluetooth where you can track and trend your vitals over time. Users also have the ability to save their past scans, and check their personalized baselines from all those vitals signs. A bit like a time machine for your health.

Benefits to the consumer?

The Scanadu Scout will empower consumers with information about their own health. The only tool we have at home right now is the



“It’s my mission to make this generation the last to know so little about our health.”



Walter de Brouwer testing new products in the lab

thermometer and sometimes clunky and confusing blood pressure monitors, but there are so many other important health parameters that we need to understand. With Scanadu Scout, consumers will be able to establish a personalized baseline - not everyone’s average temperature is 98.6 degrees. In fact, medicine, diet and exercise can all affect your readings. Understanding that will lead to better decision-making and improved conversations with your doctor. For those with chronic diseases or are frequently sick, this information is invaluable to both the consumer and the physician.

FDA approval?

We are currently submitting for FDA clearance. Our goal has always been FDA clearance from the start because we cannot have a consumer device on

the market without it. In our opinion, there’s no room for compromise. Consumers want the same information that doctors have and doctors must be able to trust the health information patients are sharing. Trying to do something like this, in the medical field, without the FDA is a lost battle.

Besides Scanadu “Scout,” any other products in the works?

We’re working on Scanadu Urine—a full-panel urinalysis test that sends results to your smartphone in about a minute. Scanadu Urine is designed to analyze important information on women’s health factors, pregestational diabetes, complication during pregnancy, nutrition, hydration and the health of internal organs. Imagine knowing if you have a UTI, right from your smartphone!

How is technology changing healthcare?

Recent advances in technology (sensors, algorithms, machine learning) have allowed us to build consumer devices that simply weren’t possible a decade ago. These sensors give us access to data that has never been tapped. All that is possible thanks to the smart phone.

With Scanadu, for example, once consumers have their personal data and understand it with the help of doctors, they can make changes in their lives to improve health, potentially catch illness or chronic disease early, reduce healthcare costs and even begin to predict health issues.

In the future, I see a world where everything in our bathroom is gathering data – toothbrushes will



Sam and Walter with Scanadu Urine and Scout

*“In the future,
I see a world where
everything in
our bathroom is
gathering data.”*

measure fluoride, remember cavities and notify you of bad breath. Glasses will monitor your eyesight and advise correction. Combs will screen follicles, report of dandruff density and scan for fungus or lice. Tissues will examine snot and mucus when you blow your nose. This data will be processed, displayed and actionable in real time to your database and to your doctor, all through mobile technology.

Unlike today, you will have extensive medical records because you are healthy. It’s my mission to make this generation the last to know so little about our health.

Biggest challenge you face?

We want to bring the complex technology in the ER and your doctor’s office straight to you anywhere anytime. To do this we have to make the experience as seamless and understandable as possible, even when there is complex tech and algorithms happening on the other

end. To fuse these two things is a huge technological challenge. There are also many unseen things—sourcing materials, manufacturers, shipping and overseeing production at all stages – that go into the final product.

How do you take care of yourself? Hobbies?

Like many of us I am keeping track of my vital signature (a collection of new vital signs for the 21st century): activity, weight, sleep, stress, food, lipid panel, vital signs (especially blood pressure and heart rate). I also do regular blood tests and chase these values by experimenting how I can impact them. I am interested in microbiome and genomics as well.

How do you stay fit and happy?

I have my family and my company. Most of us baby boomers have someone to care for and spend daily time on it. In my case, it is my son helping him with rehabilitation and mobility. For a lot of my friends, it is their spouse or their husband or their parents or parents in law. We have all become citizen doctors.



Sam checking her vitals on a smart phone

Ten years and counting

So Far, So Good

From day one...ten years ago...the mission of ActiveOver50 was to publish a professional, quality print magazine for boomers and seniors in the San Francisco Bay Area. ■ Thanks to our readers and advertisers, ActiveOver50 today is the #1 consumer 50+ publication in the Bay Area with the largest readership – over 200,000 in print and online. And rapidly growing. ■ Our mission is to double readership to 400,000 by expanding our print and online presence. If you haven't seen our revamped website with more content and stories (ActiveOver50.Com), check it out today.

What does this mean for you as a reader?

You'll continue to discover useful, interesting stories that inspire and encourage you to stay active and fully engaged in life. You'll learn about the latest in healthcare, finance, retirement, technology, estate planning, housing, nutrition, fitness, travel and more.

What does this mean for you as an advertiser?

Your advertising gets seen in a quality magazine in more places by more people in over 40 Bay Area cities including San Jose, San Francisco, Oakland, Los Gatos, Campbell, Cupertino, Los Altos, Mountain View, Santa Clara, Concord, Morgan Hill, Gilroy, Walnut Creek and Palo Alto. ■ You work directly as a partner with ActiveOver50. Not a franchise, we are local and family owned. We help grow your business with a host of diverse products including print and digital magazines, TV series on COZI TV, e-Newsletters, website and social media programs.

■ We look forward to helping you navigate through the natural progress of aging by providing information, products and services so you can enjoy a healthier, longer and more active lifestyle.

So far, so good.



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