



Navigenics®

Corporate Marketing Guide 2011

Summary of Available Assets & Promotional Messaging

Updated: August 2011

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Executive Summary

About Navigenics

Navigenics provides a personalized health program powered by genomics that helps clients maximize prevention and employee wellness opportunities. Supported by best-in-class clinical collaborators such as the Mayo Clinic, Cleveland Clinic, and Duke Medical Center, we are committed to a simple idea: individuals who gain insight into their own unique genetics will take steps to achieve healthier lives. On this premise, Navigenics offers an integrated program that combines clinically-guided genetic analysis with personal health and lifestyle information to provide truly comprehensive risk analyses and personalized action plans for disease prevention and for drug optimization strategies.

Navigenics Marketing Campaign

Navigenics' 2011 marketing campaign promotes an integrated, personalized wellness program with an emphasis on creating an environment and feel to motivate positive behavior change, and has been designed to support a broad range of online marketing and print material.

All campaign assets are designed with the flexibility to target varying audiences, customer demographics and customer segmentation across a variety of communication and promotional channels. Samples of these materials are included below. Please note that all materials included in this book represent only a few of the demographics, messaging, and media formats that are available and customizable for marketing and promotional purposes.

Together Navigenics and CLIENT will develop a campaign that will promote the Navigenics program throughout the year. Available campaign assets include the following:

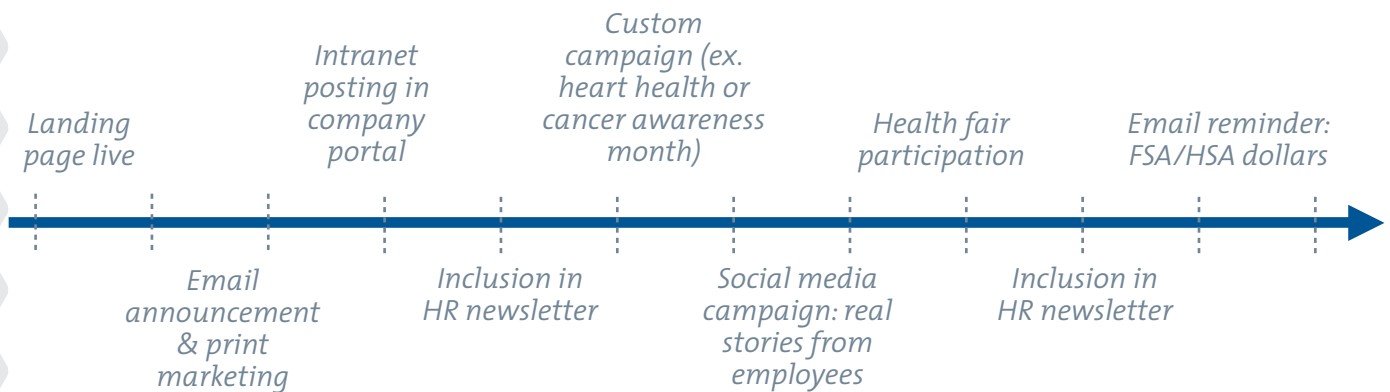
- » Customized landing page with banner and CLIENT's logo, if desired
- » Email content and visual assets
- » Educational webinars
- » Online banners for featuring promotions on corporate intranet or portals, HTML newsletters and social media campaigns
- » Printed materials such as brochures, posters and flyers*
- » Health fair and benefit meeting support

**Please note: costs and resources required to accommodate any offline materials and direct mail needs will be considered during planning sessions and contract development.*

Executive Summary

Program Rollout

Navigenics will make all of its marketing assets available to **CLIENT** and will support the co-development of a campaign customized to **CLIENT'S** program and demographics. The marketing and promotions will be consistent with the employer's existing communication channels (e.g., emails, newsletters, benefits bulletins, posters, visibility days, etc.). A sample timeline is shown below:



Best Practices For Success

Participation in the Navigenics program is most successful when at least several marketing and promotional opportunities as shown above are leveraged over a period of time. These may include at least some of the following:

- » Targeted print marketing materials
- » Email announcements & reminders
- » Executive testimonials leveraged
- » Employee communications coming from managers or Department heads
- » Customer testimonials highlighted in ongoing promotions

For more information, please contact:

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Landing Pages

The Navigenics landing page is a single page hosted by Navigenics dedicated to a client's custom Navigenics program. All program communications will direct users to this page to enroll online, and this page will be the main source of information for the program. The landing page will include details about pricing, special offers, ongoing services, genetic counseling, confidentiality and privacy policies, and other frequently asked questions. If required, the online enrollment process will include verification of employee information (i.e. employee IDs, emails and/or birth dates) for programs that include employer subsidization. Please see the Navigenics Program Summary for more details on program subsidy and employee verification.

To see a sample landing page online, go to www.navigenics.com/partners/template. Below is an example landing page, as well as banner images that are currently available. Navigenics' clients will have the opportunity to select a banner that best represents their demographic.

Navigenics Member Login | Physician Login | Request Information
(800) 522-1565 / +1 (800) 522-1743

What We Offer | Genetics & Health | For Physicians | About Us

You.
Where health begins.
A personalized health program powered by your DNA.

Now you can plan for a healthier future, using your own DNA as a guide.

Navigenics offers you a more complete picture of your health by combining your lifestyle, health, and family history with your personal genetic information. These valuable insights allow you to understand risk factors and help you take action through lifestyle changes, early screenings, and increased awareness – all tailored to you.

The Navigenics program is available to COMPANY employees for a special subsidized cost of \$PRICE.

So plan for what's important — what your genes tell you today can help you have a healthier tomorrow.

What we offer:
Privacy & security
Conciseness & medications
Why genetics is important
Genetic counseling
Pricing & ordering
Subscription
More information

Enroll Now! Five Simple Steps
1. Click "Get Started Now!"
2. Verify your information
3. Create a member account
4. Enter billing/shipping information
5. Check out

Get Started Now

Questions?
Contact us at (866) 522-1565, or memberservice@navigenics.com.

Physician Login
Click Here

Receive more information *required fields
First name
Last name
Email address
Phone Number
Submit

Play Video

To see more success stories from real Navigenics members, [click here](#).

Navigenics does not provide medical advice, diagnosis or treatment. You should consult your doctor or other health-care providers regarding any medical condition, before starting any new treatment, and before stopping any treatment that has been prescribed for you. Your use of this site indicates your agreement to be bound by the [Terms And Conditions](#). Please review them before using the site. We recommend that you also review our [Privacy Policy](#).

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Laboratory Director: Douglas Farnsworth, M.D.

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Landing Pages

You're one of a kind.
Your health should be, too.

Personalize your health using your DNA as a guide.



You're one of a kind.
Your health should be, too.

Personalize your health using your DNA as a guide.



You're one of a kind.
Your health should be, too.



You're one of a kind.
Your health should be, too.

Personalize your health guided by your DNA.



You.
Where health begins.



You.
Where health begins.

A personalized health program powered by your genes.



You.
Where health begins.

A personalized health program powered by your DNA.



Email Announcements

Navigenics will work with clients to co-develop custom content for email announcements to be used upon initial program launch as well as in ongoing promotional email opportunities throughout the year. Navigenics does have resources available to conduct email outreach campaigns directly to employee populations and will work with the client to determine the primary source of such outreach. The digital assets included in this document can be utilized as HTML email features, and sample email content is below.

Sample email announcement

SUBJ: Personalized health – *powered by your genes*

BODY: **CLIENT** is making an exciting new service available to members and their family. You can now plan for a healthier future using your own DNA as a guide.

Navigenics offers you a more complete picture of your health by your lifestyle, health and family history with your personal genetic information. Navigenics utilizes genetic testing to uncover your genetic predispositions and provides personalized support to help you focus on prevention and staying healthy. You can also learn if certain medications work with your genetic makeup, helping you and your doctor choose medications more likely to be safe and effective for you.

These valuable insights allow you to understand your risk factors and take action through lifestyle changes, early screenings, and increased awareness – all tailored to you.

The Navigenics program is available to **CLIENT employees** for the special rate of **\$PRICE**. To get started today – or to learn more about the program and how to participate in information webinars – please visit [\[landing page URL\]](#).

Questions? Contact Navigenics Member Service at **(866) 522-1585**, or memberservice@navigenics.com.

Educational Webinars

Navigenics can develop and host customized, interactive webinars for promotional and educational purposes. These live webinars, which are promoted in all program launch communications, are typically held within the first week of program launch to provide an open forum where employees can learn more about our services. The webinar sessions last approximately 30 minutes and include time for live Q&A with one of our board-certified Genetic Counselors. Webinars can be recorded and posted to the custom landing page for employees to access throughout the program.



Online Banners

Navigenics has developed a variety of banner ads in standard sizes as listed below. These banners can be customized in content as well as size for specific client needs.

These assets can be featured as banners or popups to highlight the Navigenics program and special offers through a variety of communication mediums, such as company intranets or benefits portals, HTML or PDF newsletters, and social media such as company forums, feeds or Facebook pages. Featured banners link back to the client's custom Navigenics landing page to provide the employee with direct access to program information, online ordering and contact information.

Square online banner ads, such as these 300 x 250 squares:

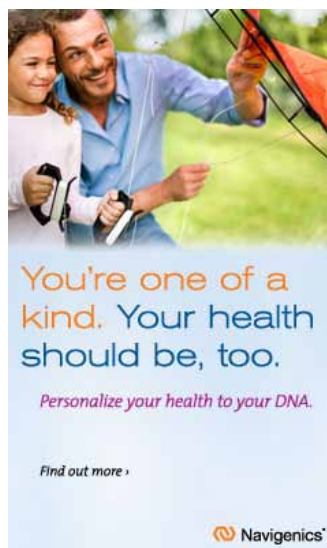


Online Banners

Horizontal online banner ads, such as these 728x90 leaderboards:

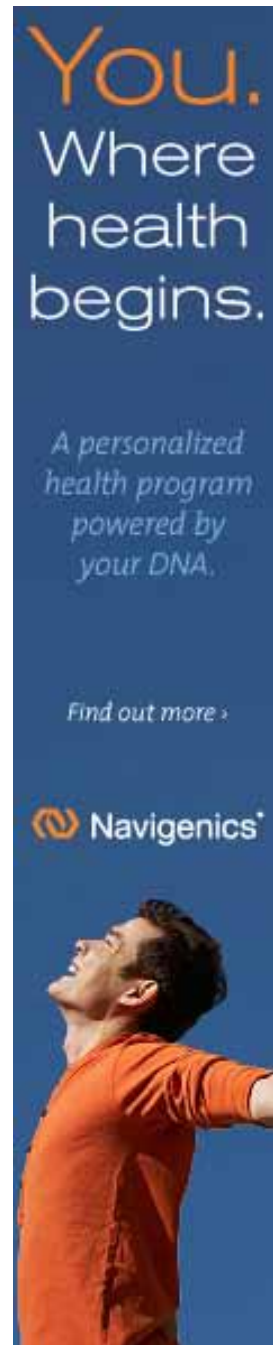
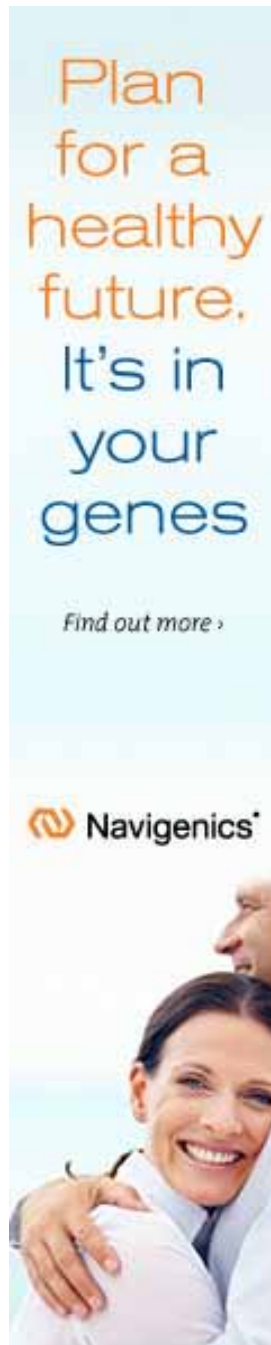


Rectangular online banner ads, such as these 240 x 400 medium rectangles:



Online Banners

Vertical online banner ads, such as these 120 x 600 skyscrapers:



Brochures

Navigenics has developed a tri-fold brochure that has been designed to feature customized content, testimonial quotes and various images. Some examples of how Navigenics brochures can be used include in corporate break rooms, benefits packets, new hire packets or online health fairs. Brochure holders can also be provided upon request.

Now you can plan for a healthier future using your own DNA as a guide. The Navigenics program gives you a more complete picture of your health by combining your personal genetic information with your lifestyle, health and family history to help you focus your health care choices and create a truly personalized plan for prevention.

So plan for what's important — what your genes tell you today can help you have a healthier tomorrow.

Web navigenics.com **E**
Phone 650.555.1234

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Navigenics®

You.
Where health begins.

A uniquely personalized health program powered by your DNA

Insights into your genes, combined with your health, family history and lifestyle, can create a truly personalized program for prevention.

Navigenics gives you a view into your DNA, revealing your genetic predisposition for important health conditions such as:

Breast cancer	Heart disease	Macular degeneration
Celiac disease	Lung cancer	...and many more
Type 2 diabetes	Colon cancer	

Better health lies in delaying and preventing these conditions before they develop — which is why understanding your genetic risks is so important.

Navigenics selects only health conditions where genetic insight can guide you to an informed plan of action. This valuable information allows you to take action with focused lifestyle changes, early screenings, increased awareness or even treatments — all tailored to you.

Help complete your family health history

Your family health history is an important piece of the puzzle in understanding your own health risks, but it doesn't tell the whole story. Knowing your genetic risk helps complete the picture by giving you a more comprehensive view of your health, filling in gaps where family history may have been incomplete or inaccurate, or even supplementing what you already know. With this personal insight into your genetic makeup, you can take action on what matters most for your health.

Take control of your health today — visit navigenics.com/partners/client to get started.

"I assumed that I knew my family history, but after I saw my high genetic risk for diabetes, I realized that I didn't know as much as I thought. I was surprised by my results, so I asked my mother if there were any risk factors in our family that I didn't know about. It turns out that there is diabetes in my family, but until that moment it had never been discussed."
— Sarah, Office Manager

The Navigenics program

- Truly personalizes your health profile using an analysis of your genetic predisposition for conditions you can do something about.
- Offers personalized information on which medications may work best for you, according to your genetics.
- Includes unlimited one-on-one support from health experts.
- Provides a secure, confidential online portal with your genetic data integrated with health information to create a personalized action plan.
- Provides ongoing updates relevant to your personal health priorities, as well as genetic updates with new health conditions, medication sensitivities, and genetic markers as new discoveries are made.

Privacy is a priority

Navigenics does not share your information with any other third party. We follow strong policies on security, and we support laws that protect your privacy and genetic information. Federal law protects you as well. Passed in 2008, the federal Genetic Information Nondiscrimination Act, or **GINA**, lets you discover your genetic information without putting your job or health insurance at risk.

"My high genetic risk for colon cancer surprised me. But I decided to get an early colonoscopy, which let my doctor find and remove a precancerous polyp years before it would have been caught otherwise."
— Robert, Corporate Attorney

Print Materials

Flyers

Navigenics flyers are a standard 8.5" x 11" size and are designed for customized content and flexible imagery. Clients may choose to use flyers in benefits summaries or new hire packets, employee mailboxes, high traffic employee areas, etc.

You.
Where health
begins.

Now you can plan for a healthier future
using your own DNA as a guide.

Navigenics offers you a more complete picture of your health by combining your lifestyle, health and family history with your personal genetic information. These valuable insights allow you to understand risk factors and help you take action through lifestyle changes, early screenings, and increased awareness – all tailored to you.

"My genetic analysis from Navigenics showed I had a high genetic risk for colon cancer. I'm only 32, but when I told my doctor about the results he recommended I get a colonoscopy. They found and removed several polyps that, if I had waited until the recommended age of 50 to get my routine colonoscopy, could have already turned into cancer. I'm so happy I was able to take action and that I didn't wait until it was too late."

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- Provides ongoing updates relevant to your personal health priorities, as well as genetic updates with new health conditions, medication sensitivities, and genetic markers as new discoveries are made.

For a special rate of \$199 and a year-long subscription at \$9.95 per month, you'll receive a personalized program with ongoing genetic updates and unlimited access to your own board-certified Genetic Counselor.

Visit www.navigenics.com/partners/URL to get started today.



The Navigenics program is completely confidential. Navigenics does not share your information with your employer or health plan, or any other third party. Navigenics follows strong policies on security and supports laws that protect your privacy and genetic information. **Questions?** Contact Navigenics Member Service at (866) 522-1985 or memberservice@navigenics.com.



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Print Materials

Posters

Navigenics posters are a standard 24" x 36" size and are designed for customized content and flexible imagery. Posters may optimize program promotion in high traffic areas such as employee break rooms or onsite health clinics.





Social Media

Navigenics' marketing assets can be leveraged in social media such as Facebook, Twitter or community forums. As participation in the program increases, social media also provides a great platform for showcasing employees who would like to share their personal stories and experiences with the Navigenics program. We can work to co-develop a campaign with testimonials, custom content and/or banner ads that highlight the Navigenics program.



Custom Campaigns

To promote ongoing interest in the program Navigenics will work to co-develop custom campaigns throughout the year. These campaigns may focus on a range of topical and timely themes, such as disease-awareness months, community specific campaigns, special holiday offers, and FSA/HSA reminders. The campaigns are designed to leverage a variety of the online ads, emails or print materials shown in this guide.

Examples of such campaign assets are included below.



Benefits Fairs

Navigenics can provide support for program promotion at a client's annual health fairs and benefits meetings. Materials can be provided, and onsite support from Navigenics Genetic Counselors or sales staff can also be considered. More details coming soon.

Campaign Messaging

All of the content and messaging included in Navigenics' marketing materials are fully customizable and can be modified to address specific demographics or market needs, as well as campaign or health awareness themes (e.g. disease awareness months, family health, etc.). Navigenics has designed the above campaign assets to optimize its brand and program value proposition and incorporates extensive customer feedback and research, but examples of alternative promotional messaging options are listed below.

Headlines:

- » You. Where health begins.
- » You're one of a kind. Your health should be, too.
- » Personalized health powered by you.
- » Personalize your health. It's in your DNA.
- » A healthy/ier future? It's in your genes.

Sub-headlines:

- » A personalized health program powered by your DNA
- » Personalize your health to your DNA - OR - Personalize your health guided by your DNA
- » Use your DNA to personalize your health
- » A health program designed for your DNA
- » Personalized health designed for your DNA
- » Health according to your DNA
- » A personalized program for healthier living
- » A personalized guide for a healthy future
- » Health just got personal

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