

## Genetic Testing – An opportunity for health and cost benefits as a Corporate Wellness Offering

At myDNA we know that each person is unique, so we pride ourselves on delivering personalised advice based on a person's genes.

Genetic information is becoming an essential tool in every health and lifestyle decision. Personalised health offers employers and their employees the opportunity for improved health outcomes and cost saving through:

- Personalised prescribing
- Personalised nutrition
- Personalised diet
- Personalised lifestyle

In relation to mental health medication testing alone Deloitte economic study showed savings to Australia of \$12 billion over 5 years simply through the use of DNA testing.

Trident Health has formed a strategic alliance with myDNA to provide business with an innovative offering that could provide cost effective improvement for employees with significant benefits to business owners. myDNA is Australia's leading genetics interpretation service, we have been working to bring these benefits to clinical practice over the last five years with considerable success.

Trident Health, with myDNA and a number of high-profile pharmacy companies, aims to make pharmacogenomics testing more widely available in the community. We feel there is a great opportunity for your company to provide an innovative and cost-effective way of improving the health and wellness of you staff.

The myDNA Personalised Diet report uses the latest scientific evidence to explain how personal genetic makeup may influence a person's health. The genes analysed for this report have been carefully selected to help customer understand:

- More about how their body regulates triglyceride levels
- Why they may not feel full after eating
- Their tendency to gain weight after eating excess calories

Their report may reduce the guess work out of dieting and exercise. It offers clear direction on which type of diet is best suited for each person and the types of exercise is best suited according to their genetic makeup.

By going to this link <http://www.tridenthealth.com.au/health/our-products/dnatesting> utilising the following promotional codes for each type of DNA Test, you can make use of a discounted price exclusive to Trident Health only:

- Full Med kit – promo code: **tridenthealthmed30**
- Diet + Fitness Bundle – promo code: **tridenthealthlife75**

Our team would welcome the chance to present and discuss this partnership opportunity in more detail at your earliest convenience.

Yours sincerely

Anthony Figuera  
Director – Health Innovation

# TRIDENT HEALTH



**References:**

1 Saldivar, JS et al. Initial Assessment of the Benefits of Implementing Pharmacogenetics into the Medical Management of Patients in a Long-Term Care Facility. *Pharmacogenomics and Personalized Medicine*, 2016; 9:1-6.

2 Brixner, D et al. The effect of pharmacogenetic profiling with a clinical decision support tool on healthcare resource utilization and estimated costs in the elderly exposed to polypharmacy. *Journal of Medical Economics*, 2016; 19:3, 213-228.

3 Finkelstein, J et al. Potential utility of precision medicine for older adults with polypharmacy: a case series study. *Pharmacogenomics Pers Med*, 2016; 9:31-45.