myDNAhealth Scientific Team

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Awarded Excellence in Life Sciences 2020

BROADLAND & SOUTH NORFOLK
Business Awards 2020
WINNER

Broadland District Council
South Norfolk COUNCIL
Community at heart

myDNAhealth
intelligent health and nutrition

Approach: Preventative health focussing on personalised nutrition

System analyses multi-factorial data inputs

Provides in-depth results designed to give vital information

Allows for personally tailored diets, positive lifestyle changes, to improve health and wellbeing.

myDNAhealth
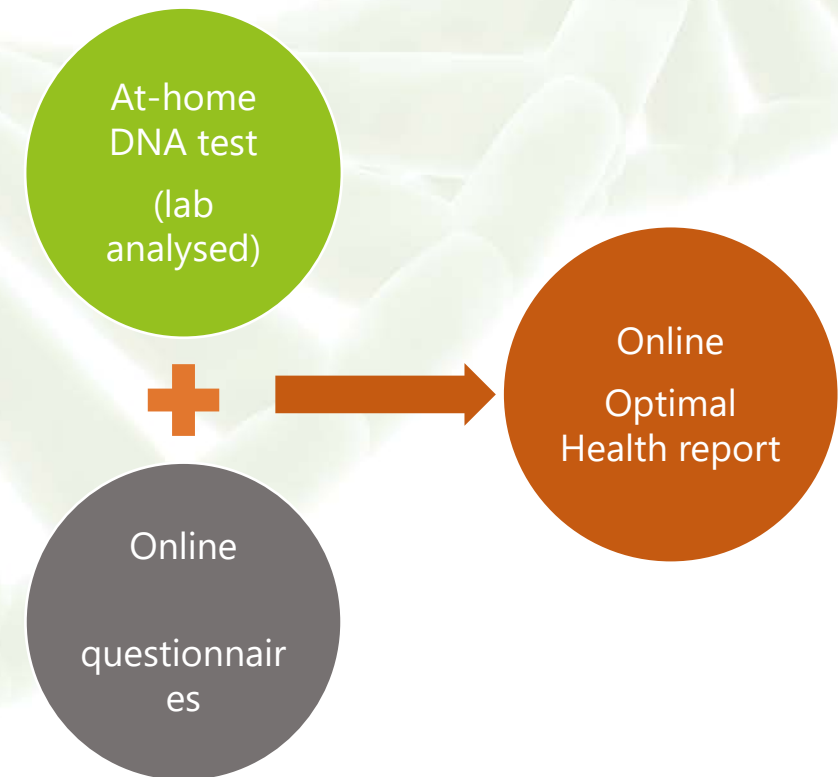intelligent health and nutrition

Linking genetic, nutrition and lifestyle factors

The myDNAhealth approach consists of two aspects that deliver a complete online overview.

1. The **DNA test** will analyse a number of relevant and reliable genetic variants.

2. The **lifestyle and diet assessment** which is a series of online questionnaires that allow a better understanding of how environment, diet and habits may have an impact on gene expression.

Analysing these two areas highlights potential risk factors, to help inform personalised nutrition and lifestyle interventions.

At-home DNA test (lab analysed)

Online questionnaires

Online Optimal Health report

myDNAhealth
intelligent health and nutrition

Personalised reports …

Personalised reports: Our detailed online reports give the vital information needed to make positive lifestyle changes

Nudging people towards optimal health

Approach

Nutrigenetics
(data input)

1

Nutrigenomics
(data input)

2

Analysis
(AI predicts disease risk &
personalised nutrition needs)

3

4

Reports
(User portals puts it all together)

5

**Personalised nutrition &
lifestyle plans**
(what to do)

6

APP
(coaching & behavior
change)

Health Risk Analysis Framework And Approach
To Personalised Nutrition

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Project Idea: Diet Quality Score Tool

Problem

- Dietary assessment tools in the market are either too simple (e.g. report just calories or carbs) or too detailed (e.g. myfitnesspal).

- We also looked at API solutions (such as DietID, VioCare and Keenoa) and concluded neither were fit for purpose to **report overall diet scores**.

Proposed solution (project)

- Design a diet quality score digital tool that will be visual and engaging for users to complete a diet assessment online.

- Develop an API to connect with Quadram Institute's Food Data Banks.

- Outputs will be scores in macro and micro nutrients.

- Keep track of users daily/weekly dietary intake.

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For further information or a register your interest, please contact:

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