

Science makes HALO work

Because without science, all anyone can do is guess.

HALO relies on scientific research and methodologies to make customized health and care cost projections based on each individual's unique health and lifestyle.

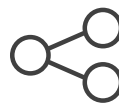


Genivity HALO's projections are built on established science.

Scientists have been studying health and longevity for a long time, and Genivity built the best of that knowledge into HALO.



HALO's projections are powered by over 100 million scientifically relevant data points from more than 90 carefully-vetted and curated data sources, including the CDC, the SEER Cancer database, the Kaiser Family Foundation and the Social Security Administration.



Genivity evaluates the latest research from high-quality, peer-reviewed academic journals, including *The Journal of the American Medical Association* and *The New England Journal of Medicine*, to ensure the best research and data is incorporated into HALO.

HALO accounts for the most statistically significant risk factors.

HALO puts a strong emphasis on family health history, especially instances of diabetes, heart disease, stroke, cancer, dementia, and Alzheimer's, as well as the overall longevity of parents and grandparents. It also factors in demographic variables like age, gender and ethnicity, as well as lifestyle factors, like diet, exercise habits, smoking, alcohol consumption and Body Mass Index (BMI).