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Q&A with Lora Ivanova, CEO and Co-Founder of myLAB Box enabling people to effectively Monitor and Manage their Healthcare On the Go with Infectious Disease Screening and Tests for STDs done in the Privacy of their Own Homes

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CEOCFO: Ms. Ivanova, what is the idea behind myLAB Box?

Ms. Ivanova: The idea is very simple. We wanted to create a way for people to effectively monitor and manage their healthcare on the go. When it comes to screening for common infectious diseases such as STDs, at the time that we started the company, there was nothing other than the traditional, very awkward and uncomfortable visits to the doctor's office and clinics. In the early 2000s, ultimately, we saw an opportunity that had been made visible by the likes of even Amazon or Netflix, and deliveries of services and goods has largely moved to the home to our mobile devices and are following us where we go. Healthcare has failed to make that kind of transition, so we asked ourselves why and how we could make that possible. What we have today is the first ever fully nationwide testing-to-treatment platform for infectious disease. It is a completely lab certified result and testing profile delivered straight to your home.

CEOCFO: How do the tests work? What is the process?

Ms. Ivanova: We have made it as simple and intuitive as possible, as well as non-invasive as possible, for anyone to get tested on the go. You order online just as you would with a pair shoes. The product is delivered to your home in a discreet package and nobody will know what you have purchased online. It takes you less than five minutes from the moment that you open the package to the time your test is complete for you to be done with the test. It contains a very small collection sample kit which will collect either a urine sample, a vaginal swab sample or a finger prick. This is about as scary as it gets because you get to prick your finger to collect a couple of drops of blood. You mail that sample back to our laboratory, and in a matter of three to seven days, you will have your results ready and delivered to your secure online account. You'll get a notification that they are ready and you get to log in with your password that you created upon finding us, and there they are. If you should ever get a positive result, we have gone a step further to give you additional peace of mind with completely free consultations with STD counselors as well as telemedicine consultations, which means that in a matter of less than a week, you can go from not only getting tested but having a prescription sent to your local pharmacy and be on your way to treatment if you ever have a problem, with no extra cost or time spent to take care of your health. We have created an end-to-end solution for anybody who wants to be proactive about their health and access laboratory testing results on the go.

CEOCFO: Is there one test for all of the STDs or would there be separate tests?

Ms. Ivanova: It really depends on the infection. Some infections need to be tested for using a blood sample; some can be run on a urine or a swap sample. Usually, depending on how many infections you want to test for, you may collect as

many as three different samples. It is still not going to take you much more than five minutes to complete the entire process.

CEOFCO: *Do people typically know what they want to test for? How do people decide what to do?*

Ms. Ivanova: Most individuals are looking for peace of mind. We are a looking for a test that can screen for a multitude of infections and tell us that we have none of them. There will be the instances in which we have symptoms or a partner has told us that they have an infection and we should get screen for. Those cases are there but in most cases than not, we are either testing for a full panel of STDs so we can have that peace of mind or we want to at least check for the basics for the most common infections that are out there such as the one that are offered in our safe box kit.

“We (myLAB Box) want to make being safe a fun experience. There is a lot of sterile, clinical feel that we have gotten accustomed with when it comes to our sexual health and it has really been one of the biggest reasons for people to continue to avoid it throughout their lifetimes. We wanted to change that, counter that and say that taking care of your health can not only be not unpleasant, but it can actually be a positive and life affirming experience.” - Lora Ivanova

CEOFCO: *Was the bigger challenge in creating the test or getting all the logistics in place?*

Ms. Ivanova: They are all challenging because specifically when it comes to myLAB Box, we were the first ones to attempt to do this - to bring STD testing to the home and to bring it to the home on a nationwide scale at the rate that we have. There was no precedent. There was nobody out there that we could learn from or see what they did and do as well on our end. That was really the biggest challenge, that now that you have this great idea and this amazing opportunity, figuring out how to make it happen, especially in an industry that can be so complex such as the healthcare space with finding the right experts, finding the right resources, doing a lot of due diligence to make sure you are doing things the right way and you are following appropriate methodologies in healthcare. It took us awhile, a good couple of years to put the pieces together and make sure that we have a solid product that we can comfortably deliver to people's homes and the rest has been driven by great consumer response from what we have been able to produce, which is the most comprehensive and easiest to access and in many cases, most affordable solution on the market.

CEOFCO: *Years ago, there were certain requirements that if a test was positive, it had to be passed on to local health authorities. Is that gone?*

Ms. Ivanova: The federal requirements are still in place and that is a requirement that is placed on the laboratories doing those tests, so a certain level of reporting will need to be done no matter what and no matter where you test. That is just a standard requirement across any functional and operating lab in the United States. The good news about our service is that many of the kits are affordable out of pocket. What also happens when you go to get screened using your health insurance is not only a result is shared with the required Federal and State authorities, but it is also shared with the insurance information bureau because you used your health insurance to obtain it. You have no control over who else these health insurance bureau can share that information with whether that is other insurance providers that you might be potentially using for your home, car insurance or anything else in the future. There is a minimum level of requirement and nobody can get away from that but we have made sure that we offer a solution that allows you to contain and protect as much of that information as possible.

CEOFCO: *How are you reaching out?*

Ms. Ivanova: We are very active online. We are an eCommerce solution, so we can be very active on social media, we are reaching customers with Google Search ads and some other elements that allow to find people who are actively seeking a solution for potentially an issue or an infection or really find them at the point of their biggest need, but we are also reaching out by trying to constantly education an audience. We have a growing database of expert articles on our website that outline everything from what common myths are about protecting yourself from STDs and what some ways are to really know that you have an infection and what some of the first steps are that you should take if you were identified as a positive etc. We are creating not only a way for people to purchase a product but also to educate themselves on how to better take care of their health and by doing so, we know that no matter what, they will take those steps and for us that means that we have also accomplished their goal.

CEOFCO: *Who is using myLAB Box? Do you know the demographics?*

Ms. Ivanova: I absolutely do and look at it every day. We have an extremely amazing and diverse audience. Oftentimes I get questions if this is about women's health, young people or single people. What we are actually seeing is really confirming a lot of my initial feelings around this that this is a solution for everyone. Our audience is between 18-83 years

old. These are people who are in some cases single and in some cases married. We have people of different backgrounds, people in different cities, and people in rural areas. Ultimately anybody and any sexually active adult should be getting tested whether or not they are in a solid relationship, in many cases they should continue to do so throughout the course of their lives because infections take time. There is also unfortunately the issue of infidelity. We really just never know. Unless you get screened on a regular basis, this is the only way to get peace of mind and we want to make sure that this is just as easy as brushing your teeth. It ultimately becomes part of day to day hygiene. It is also the fact that this is not just a women's solution. We are about 53% male customers and 47% female customers. Men are just as concerned about their sexual health as women by all standards and that is great to see because I think a lot of the traditional statistics out there indicated that guys by and large are not as worried or they do not test as frequently. It turns out that if you offer a solution that is convenient and affordable and really addresses the customer's need, they will take that action because they already care about living healthy lives.

CEOCFO: *How many slogans did you throw out before you came out with, "Safe is Sexy", a great choice?*

Ms. Ivanova: This was actually the first one. It just came up early on and it is one of the few brand elements that has stuck with us from the creation of the brand. This was from 1.0. The whole idea is we want to make being safe a fun experience. There is a lot of sterile, clinical feel that we have gotten accustomed with when it comes to our sexual health and it has really been one of the biggest reasons for people to continue to avoid it throughout their lifetimes. By and large, we avoid unpleasant experiences and that is simply put things that are not in any way speaking to us or do not put a smile on our faces. We will try to put them on a to-do list that is on the side of our fridge and definitely not the top of our minds. We wanted to change that, counter that and say that taking care of your health can not only be not unpleasant, but it can actually be a positive and life affirming experience. Not only that, but we want to also redefine what being attractive is in this kind of world of online dating and relationships. What is really attractive is someone who takes care of their health and knows their status and not afraid to have that conversation with their partner who respects and values themselves enough to do so. I think very early on it resonated very strongly with the direction we wanted to take as a brand but also the change that I wanted to see in our society, the whole underway that we approach topics like sexual health and dating.

CEOCFO: *Do your customers typically follow up if they do have a positive result? Do they use the tools and the services that you have available you offer?*

Ms. Ivanova: They do and I think a good percentage of them do. We also make sure we reach out proactively so that we are certain that they have seen their results and actually know and understand what they mean as well as have an initial recourse if they have any questions and concerns. They do take advantage in the very least of our counselor conversations. Not all of them follow up with a treatment piece, but some of them prefer to actually go to their own physician, which they can do. These are lab certified results, so they can print out the result copy from their account, bring it to their personal physician or the urgent care center and get taken care of. But is great to see that they are engaging and taking that next step because that is really the only way to counter this epidemic that we live in, to not only test at a faster rate than the epidemic spread, but also to be able to start treating people as fast as possible so that the window of infection infecting others is as small as possible.

CEOCFO: *How is business?*

Ms. Ivanova: It is going good. We are growing at a steady rate and it is great to see we are a startup, so we did not come to this with deep pockets or huge backing; we are very much the bootstrap entrepreneurs that had a great idea, went for it and wanted to see it come to life. It is exciting to see it growing. We recently closed our Seed Round of financing, so we are involved with an amazing community of investors and angels who are behind us, including Morgan Stanley's Innovation Lab who invested in the company in this Round. It has been a tremendous validation for the results that we have accomplished today with our customers but also where the potential and the company is moving forward, being that household theme for at home care.

CEOCFO: *Why pay attention to myLAB Box today?*

Ms. Ivanova: myLAB Box is a company created by two entrepreneurs who really saw an opportunity to change the way that we take care of our health in the Digital Age. We took our experience dealing with large eCommerce brands and delivering goods and services to actually changing the way that we deliver vital resources to everybody in the United States. For the first time ever, you can get tested and get certified results anywhere you are in the United States and do so without having to deal with uncomfortable visits to clinics or laboratories, and have that same peace of mind and accuracy of results as you would if you went the conventional method. You should pay attention to us also because we are a resource in a way for the people by the people. We approach this very much in individuals as consumers. We created what we wanted to have had when we were younger and at a different part of our lives and we see that this is going to be a game changer in this space. For four years in a row, the CDC has been reporting a staggering increase in

STD infection, not only largely by changes in behavior but also things like online dating. Our lives have really changed and evolved. We are more active, our social circles are a lot bigger and it is time that we change the way that we approach our care, our health and quality of live holistically so we can make sure that we can keep up with the times and with how our lives have evolved. I think for the first time in a long time, myLAB Box is offering a solution so that we can reverse one of the major health epidemics in the United States today and hopefully get us back on track to a much more positive and healthier future.