

## Mind-Body Holistic Health System Mobile App



**Dr. Aarti Arianna Rama**  
Founder & CEO

### **About HeartGLO Inc.**

HeartGLO is founded in San Francisco, CA by a group of dedicated health entrepreneurs, researchers, coders, and writers excited about fostering a new methodology for living well daily and supporting people as they heal and transform their mind, body, & spirit. We're very excited about digital health especially the implications of quantified-self health & wellness data for individuals and other stakeholders in healthcare.

**Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine**

### **CEOCFO: Dr. Rama, what is the concept for HeartGLO?**

**Dr. Rama:** HeartGLO Inc, is a health technology and integrative wellness company. HeartGLO is a total mind-body system for living well and holistic health tracker. It's based on an integrative approach with functional medicine, preventive and holistic health principles. HeartGLO essentially combines the timeless power of the ancient Eastern sciences of living healthy with modern preventive medicine. It delivers this in an elegant, user-friendly mobile app so that users have 5000 years of wellness, simplified, and at their fingertips.

### **CEOCFO: How are you compiling the information? How are you evaluating? How are you developing what people will be using or what they will have available?**

**Dr. Rama:** HeartGLO has six major categories that we have identified as the six pillars of wellness. These are Nutrition, Sleep, Activity, Stress Management, Meditation, and Conscious Breathing. We've determined that the first four are essential to living a balanced, healthy life, and preventing disease. The final two: Meditation and Breathing help elevate us to the next level. These practices have been identified by scientists conducting neuro-imaging and other controlled studies as well as by yogis for thousands of years as the true keys to a heightened state of conscious awareness, compassion, creativity, and overall wellbeing. HeartGLO is all about doing practices that are nourishing for the mind-body, and spirit and that are in harmony with nature so these concepts feel much more natural to do than taking a drug for example. We regularly consult with physicians, integrative practitioners, and others experts and plan to constantly updated the Learn section of HeartGLO as new research is available.

### **CEOCFO: You have researched many areas. What has gone into the evaluation so that when you are presenting the finished product we know you have looked at it thoroughly?**

**Dr. Rama:** We have conducted detailed reviews internally as well as shared multiple iterations of the HeartGLO Tracker while it was in development with experts. We integrated feedback and improved along the way. We're confident that the user will have the best combination of the right information and that this information is explained as simply as possible.

In terms of validation, there isn't a double-blinded placebo controlled trial procedure in place for a whole methodology of living, but we would like to conduct clinical trials at some point to demonstrate the efficacy of the whole HeartGLO lifestyle. However, when it comes to each individual wellness category or concept, we do have validation — in the form of thousands of years of experiential data, case studies, and modern research on each practice to show that these interventions are effective. For example, meditation - researchers all over the world are examining and concluding the uses of meditation as a therapeutic intervention to decrease stress, cholesterol, blood pressure, depression, anger and to boost energy, focus, creativity, memory, and more. In my opinion as a clinical scientist and health practitioner, in many cases HeartGLO interventions are more suitable than drugs because food, activity, sleep, stress management — these are the best medicines. They help realign our biochemistry, increase regenerative & repair processes, and make us healthier down to the cellular lever. There is so much value to all of this research going on across the board and HeartGLO brings all of it together in one comprehensive, integrated system.

### **CEOCFO: Tell us about the mobile tracker. How will it work and where are you in the development process?**

**Dr. Rama:** We have completed development of the mobile tracker for iOS! It is very exciting! We are launching HeartGLO on September 18<sup>th</sup>. On that day, it will be available in the Apple App Store in the United States and India. Soon we will

follow up with launches in other countries. We have also started work on Phase II of the tracker which has additional features, and are working to develop HeartGLO for Android. The Android version will be released next year.

The mobile app is very easy to use. Your home base is the Tracker screen. Here you have your six HeartGLO wellness pillars plus a category called Excesses. Each category has 5 key practices. You start with a baseline daily HeartGLO score of 60 and as you do your positive practices, your score goes up. You can even time your workouts in Activity if you want, and when you get to Meditation and Breathing - if you choose to do these, there is a whole host of tools for you to use like timers, chimes, tutorials, and more. Daily excesses like sugar, alcohol, tobacco, etc. drop your score, but this is a good thing because the score gives you a true reflection of your daily wellness. You can view progress and get detailed stats in Progress; get award certificates, earn a leaderboard spot, and open Zen Gardens in Awards; and immerse into the content and methodology more deeply in Learn. HeartGLO is meant to be a sort of one stop shop: a total wellness tool kit, a tracking system, and resources. It is basically everything you need to approach your health management from an integrative and holistic point of view. HeartGLO is really about empowering the end user.

**CEOCFO: *How are people accessing the basic information to learn about the different disciplines?***

**Dr. Rama:** This is a great question. It's easy. You just tap on each practice and up pops the main concept summarized with an explanation in a clear, digestible way. Once you understand the philosophy behind something, it makes perfect sense and it becomes very intuitive to re-conceptualize how you practice that thing. HeartGLO is all about regaining our harmony with the mother earth, nature, and within ourselves so it's very easy to follow along with when you keep this in mind. To learn more about any practice, you visit the Learn feature which has multimedia and a textual guide with the Philosophy, Method, Benefits, and Tips for each wellness pillar.

**“With health regulations and technology converging on patients as the ultimate managers of their health care, and wellness-based reimbursement as opposed to fee for service, HeartGLO’s trajectory is on par with where the industry is headed. We’ve also reached a turning point in our collective consciousness — people want to be mindful, they want to explore and access Vedic (Yoga, Ayurveda) and other philosophies that help explain life and help us regain balance with nature. HeartGLO does this!” – Dr. Aarti Arianna Rama**

**CEOCFO: *How will you be launching the product?***

**Dr. Rama:** We have started to do quite a bit of growth hacking style marketing. We're using social media; we have some online marketing campaigns; we have a wellness blog and we're publishing original content on health & healing topics; we're distributing postcards with links to free access codes; we've got an animated video, and a YouTube channel. We're also trying to do as many interviews as possible, and mostly just trying to get HeartGLO in front of the right communities. The people that are already into one or more of these practices understand how beneficial it is individually, and can then conceptualize how powerful it would be within an entire system of supportive self-care practices. Sometimes these are holistic health practitioners themselves, other times normal people that just love healthy eating or being active. Once we reach them, they are great at spreading the word on HeartGLO through their networks. We definitely want to take it up a notch though and get better coverage so that HeartGLO can reach and help many people live well.

**CEOCFO: *What is your business model?***

**Dr. Rama:** Our business model is multi-tiered. We expect to bring in some revenue through the app itself, though that is not our key monetization strategy. We are planning to offer enterprise access to Corporate Wellness Programs and Accountable Care Organizations. We also have a feature we're building in Phase 2 that allows holistic practitioners to partner with HeartGLO. It will create a really meaningful resource that users can benefit from and at the same time help spread the word on the health services that these practitioners are offering.

**CEOCFO: *What is the competitive landscape today?***

**Dr. Rama:** Health apps and the quantified-self movement are at a high right now although the true peak isn't expected for another few years. There are many competitors but we are truly the first integrative, comprehensive wellness system out there on mobile. I think there's a solid space for that. We also have different types of competitors. Our direct competitors may be offering one or two aspects of what we do and even then not with the complete suite of resources and tools that HeartGLO offers. Indirect competitors are offering perhaps another way to quantify health data through a device or wearable, but I think this is also very different. For me, data is not as meaningful when it's not contextualized. For example, a calorie counter or a pedometer gives you just those tiny pieces of information. But just because you consume an appropriate amount of calories doesn't mean your eating nutritiously or that you feel well. Since HeartGLO is a whole system, it reflects the inter-connectedness of that many elements that comprise our wellbeing as human beings. Our competitors also don't really provide too much help on what a user should do once they have quantified their health data. What do they change? How do they do this? HeartGLO does this.

**CEOCFO:** *What gives you the confidence that people in general will embrace this concept? Why are you confident that you are on the right track businesswise?*

**Dr. Rama:** For many reasons. With health regulations and technology converging on patients as the ultimate managers of their care, and wellness-based reimbursement as opposed to fee for service, HeartGLO's trajectory is on par with where the industry is headed. We've also reached a turning point in our collective consciousness — people want to be mindful, they want to explore and access Vedic (Yoga, Ayurveda) and other philosophies that help explain life and help us regain balance with nature. HeartGLO does this! You also see younger people becoming healthier because everyone wants to live long and have a good quality of life. HeartGLO supports them in this pursuit by offering up a whole lifestyle that covers the key aspects of their wellness. It solves a critical pain point in doing so. We also have a solid growth plan in place and have expansion strategies that complement the HeartGLO app while also benefitting key healthcare stakeholders.

In the end, HeartGLO is about empowering users and really about self-love and compassion at the deepest levels. When people experience it, when they see their Zen Gardens growing because of their own wellness work or listen to an Inner Renewal guided meditation, they will feel this. They will feel the energy and true reward of vitality and feeling alive as they integrate HeartGLO living into their daily lives. So I'm confident that this experience is its own re-enforcement. As we build a core user base, we hope that the movement will take on a life of its own.

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**BIO:** Dr. Aarti Arianna Rama (formerly Shah) is the Founder & CEO of HeartGLO Inc. Aarti's very passionate about facilitating global health & wellness using technology to help people live well. Her career in healthcare began with her Pharm.D., and post-doctoral fellowship in pharmaceutical clinical research. She also worked as a clinical pharmacist in medication therapy management. Having seen people suffering from preventable chronic diseases and take upwards of 20 drugs daily, Aarti was inspired to create HeartGLO. She also holds a J.D. as well as an LL.M. in international law. Licensed as an attorney in California, and as a patent attorney with the USPTO, Aarti worked for a big law firm and also privately consulted with health tech startups on issues including business formation, health policy, contracts, & regulatory submissions prior to starting HeartGLO. Her broad range of experience and perspectives from different vantage points within our health system helped create the impetus and concept for HeartGLO and shape its plan for growth.

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