

MDDexec “Medical Devices & Diagnostics Conference”

POP TEST, LLC

Making Diagnostics Devices Consumer Friendly for Marketing

Case Study of the POP TEST™,
a Saliva-Based Monitoring Tool
with Multiple Applications,
Including Glucose Testing in Diabetes

Randi Altschul

John Gregg

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WHO ARE WE?

[Randi Altschul](#), *Founder of POP TEST, LLC.*

Inventor named by the World Intellectual Property Organization as **“One of the World’s Notable Inventors”**

[John Gregg](#), *Partner.*

Product development consultant and a veteran of the pharmaceutical industry with more than 25 years experience.

We bring toy mentality
to devices and diagnostics



- 
- ❖ INNOVATIVE
 - ❖ USER FRIENDLY
 - ❖ LOW COST

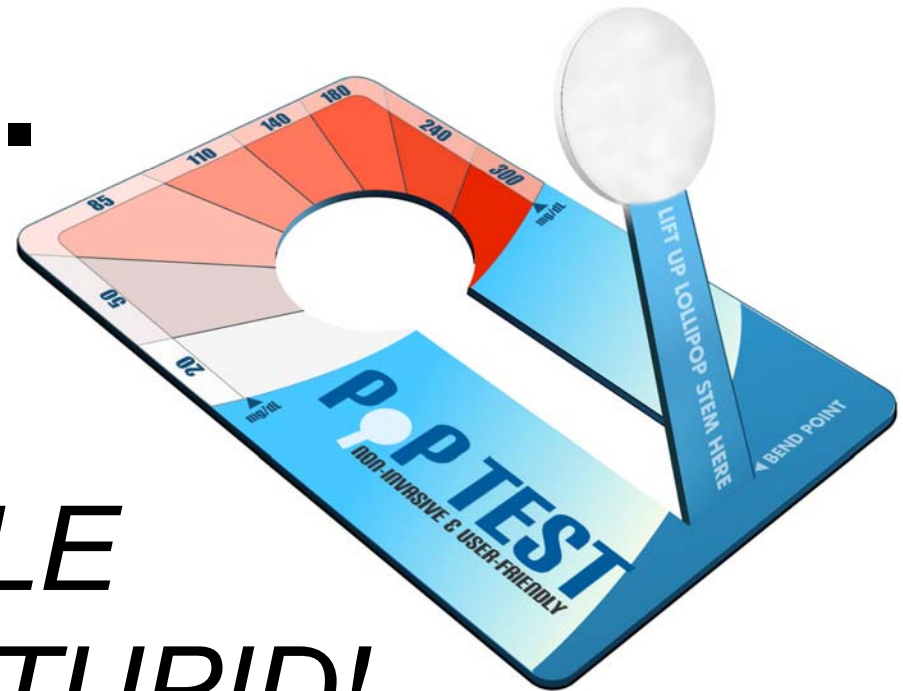
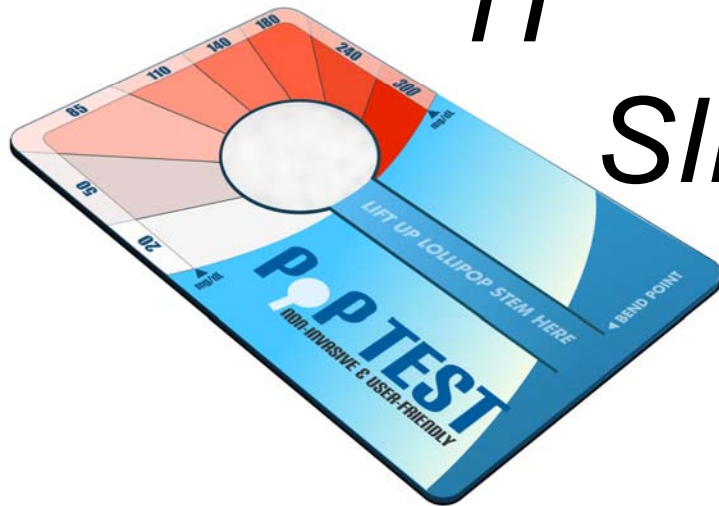
INNOVATIVE

K.I.S.S.

*KEEP
IT*

SIMPLE

STUPID!



USER FRIENDLY



LOW COST

The POP TEST™

is a “lollipop” paradigm for saliva testing; a simple, inexpensive, non-invasive, multiple application platform for:

- **GLUCOSE**
- **CHOLESTEROL**
- **CORTISOL (STRESS)**
- **ALCOHOL**
- **DRUG PRESENCE**
- **KETO LEVELS**
- **PREGNANCY**
- **ANIMAL HEALTH DIAGNOSTICS (e.g. Glucose)**



Simple technologies
like saliva based tests can be complementary
to more sophisticated, precise electronic devices providing:



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the benefit of more convenience,
reduced frequency of *invasive* testing,



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to more sophisticated, precise electronic devices providing:

the benefit of more convenience,
reduced frequency of invasive testing,

and

**opportunities for vast distribution
of screening devices to widespread communities
underserved by health professionals.**

A key to consumer uptake in diagnostic devices is consumer ease of use.



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The POP TEST™ is
simple, reliable, easily understood,
unobtrusive, & convenient.

These attributes are ideally combined with non-invasiveness to **minimize pain and discomfort** and enhance access.

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The POP TEST™ is
a **new, inexpensive platform** for diagnostic devices
addressing these timeless issues in product development,
an example of how
BIG ideas can be simple.



WHITE PAPER REPORT
AVAILABLE FOR YOUR REVIEW!

Saliva Testing for Indicators of Health and Disease:

A Synopsis of Clinical Trial Data on the
Clinical Utility of Saliva Testing
for Glucose, Cholesterol and Cortisol

NEXT STEPS *for*
The POP TEST™



- CLINICAL TESTING
FOR EACH PROSPECTIVE USE
- FDA APPROVAL
- COMMERCIALIZATION

@ POP TEST, LLC.

WE CREATE!



@ POP TEST, LLC.

WE CREATE!

YOU COMMERCIALIZE!



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WE CREATE!

YOU COMMERCIALIZE!

PARTNER WITH US!



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TO BRING NEW, INNOVATIVE,

PRODUCT DESIGN TO

DIAGNOSTICS AND DEVICES

