

## Research to Policy Dialogue - MOHLTC

# Getting to 'n of 1' – Precision Health for Disease Prevention

July 14, 2016 12pm - 1:30pm | 900 Bay St, MacDonald Block, Severn Room

It's common practice today for companies to offer one-size-fits-all employee wellness programs that include free group workout classes, activity trackers, standing desks, healthier food options, etc. These programs are great for the employees who simply need motivation to stay on track and already live a fairly healthy lifestyle – but what about the 50% percent of employees that are at high risk of developing a chronic disease? By the year 2030, the American Heart Association estimates that costs in the U.S. for cardiovascular disease will triple – approaching \$800 billion annually. Similarly, by 2025, half of all Americans will have type 2 diabetes or pre-diabetes increasing costs to \$500 billion annually (Canada is not far behind). As both heart disease and type 2 diabetes are almost entirely preventable, the question isn't whether or not disease prevention programs are a necessity, but rather how can these programs maximize participant engagement, clinical outcomes and reduce health care costs.

# newtopia

Jeff Ruby, CEO of [Newtopia](#), will discuss the staggering prevalence of metabolic syndrome (MetS) and other diseases in the workplace and offer insight into finding a solution through hyper-personalized health engagement.

### Presenter Biography

**Jeff Ruby** is the Founder and CEO of [Newtopia](#), an employee health engagement platform leading the way to personalized health through a tailored, holistic approach: personality, willingness to change and genetic testing.

Prior to founding Newtopia in 2008, Ruby was Co-Founder and Chief Operating Officer of Cleveland Clinic Canada, a collaboration between the Cleveland Clinic Foundation and Canyon Ranch, and Canada's leading destination for preventive health and lifestyle management. Before that, he served as Co-Founder and Chief Operating Officer of Life Screening Centres Inc., a cancer screening and prevention company. Ruby was a Co-Founder and Head of Operations of Genetic Diagnostics Inc., an early stage biotechnology company commercializing a new genetic diagnostic testing platform.

Ruby has a joint Juris Doctorate and Masters of Business Administration (JD/MBA) from Osgoode Hall and the Schulich School of Business in Toronto and a Bachelor of Arts degree from Western University. Ruby is a global thought leader and expert on integrative, personalized and highly engaging strategies to deliver affordable and sustainable health results and behavior change.

To register please email [researchunit@ontario.ca](mailto:researchunit@ontario.ca) by Monday July 11th.

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