Page 1: Initial email invitation to the My Genetic Mirror service

My Genetic Mirror Beta
by Gene.y

Understand your genomic health. Beta

We invite you to take part in our genetic health insight service to help you monitor genetic risk.

Our DNA contributes to what makes us us. It's what determines our physical and mental strength and resilience, but also what can make us sick.

A guide to understanding your DNA

Your genomic mirror Beta

Imagine that the following picture is a mirror image of you sitting at home. However, the mirror is blurry and doesn't give you an overview of what's going on.

Overview of your genetic risk | **Not yet analysed**

A metaphor

What is genetic risk?

You can think of genetic risk similarly as about home fire risk. There is always a small chance a fire in your home. It is unlikely, but still possible. Thus, it is a good idea to minimize ones risk.

We help you stay in control of your health.

Read more

Overview of the process

Invitation → Blood test → Result

Genetic Analysis Beta

Our DNA holds certain secrets to how your health can develop in the future. Awareness of such future scenarios is a useful tool that can help to discover disease early and successfully treat it.
My Genetic Mirror gives an overview of your breast-related genomics and ensures that your health is being looked after accordingly.

Why am I Invited?

We invite at 40-year-old women in Estonia to My Genetic Mirror.

Read more

Included in the Service

- **Analysis of your breast-related DNA** for potential risk factors.
- **Personalized health recommendations** to minimize health risks.

Read more

Disclaimer

- The genetic forecasting service only communicates genetic risk.
- **Genetic risk is not a diagnosis.**
- **Genetic risk does not pose any immediate threat to your health**, and you don't need to worry about it!

Read more

When Can I Participate?

You can participate from July 1st.
We will send you a reminder once you can schedule an appointment.

Read more

What Are Possible Outcomes?

a) **Recommendation for Official Screening Program**
Based on the analysis, we recommend you to take part in the official breast cancer screening program from next year.

b) **No Immediate Recommendation**
- Based on the analysis, we don't have a reason to recommend you to the breast cancer screening program yet.
- According to the national screening program, we recommend every woman to participate in breast cancer screening from age 50.

Read more

What I Need to Do to Participate

You have two options for participation:

a) Schedule an appointment for a blood test.
- This blood test will be analyzed for your genome.
- Based on the analysis, your risk for breast cancer is evaluated.

b) Use Biobank Data
- If you have previously donated your genome to the Biobank, you can allow us to use that sample for analysis instead.
- This will make the analysis process faster.

Allow use of Biobank data | Read more

Disclaimer

My Genetic Mirror only communicates genetic risk. **Genetic risk is not a diagnosis. Genetic risk does not pose any immediate threat to you health,** and you don't need to worry about it! We use genetic risk to determine how often a person's health needs to be monitored.

Read more about genetic risk

What You Can Expect in Your Result

Your Genomic Risk & Action Plan

- The result will be either high or low.
- 25% of participants typically get a high result.
- Receive a comprehensive action plan to minimize risks.

Read more

Insights into Your DNA

- Learn unique insights about your DNA.
- Discover what makes you unique.

Read more

Help You Understand Genetic Risk

- Genetic risk is complex.
- We provide suggestions to help you understand your result.

Read more

Self-Management Plan

- Lifestyle changes can minimize genetic risk.
- Receive suggestions on how to minimize risk.

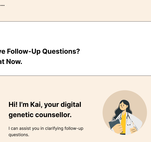
Read more

Option for Consultation

- Additional support available for dealing with results.
- Consultation offered to discuss the result.

Read more

A healthy lifestyle helps to manage your non-genomic risks.



Genetic factors are just one aspect that can contribute to future breast cancer risk. You can further minimize your risks by leading a health lifestyle. Some of the most effective ways of reducing breast cancer risk are the following:

If you smoke, consider quitting.
Smoking in general poses both a cancer and cardiovascular risk. Cancel later in life if you smoke, we recommend quitting. This is the most effective thing you can do for your health.

Read more

If you drink alcohol, limit the amounts.
Drinking excessive amounts of alcohol is a general with developing cancer later in life. It is a good idea to minimize or limiting the amounts. This is among the best things you can do for your health.

Read more

If you have infants, consider breastfeeding
Breastfeeding is highly recommended due to many extensive health benefits, including the potential to reduce the risk of breast cancer in life for the mother.

Read more

More about lifestyle factors

Frequently Asked Questions (FAQ)

- Is the participation in My Genetic Mirror free?
- What does the result imply for my family?
- Are there any risks in taking part?

...

Have Follow-Up Questions? Chat Now.

Hi! I'm Kai, your digital genetic counsellor.

I can assist you in clarifying follow-up questions.

Send me a question

Is there something specific we should know about your health for this service?

Although a doctor's consultation is not compulsory for this service, we have a list of options for you to choose a medical specialist for consultation. We recommend consulting a genetic counselor, since they are specialized in assisting about genetic risk scores.

Schedule an appointment

Page 2: Email for booking the appointment for the blood test

Book your appointment for the blood test

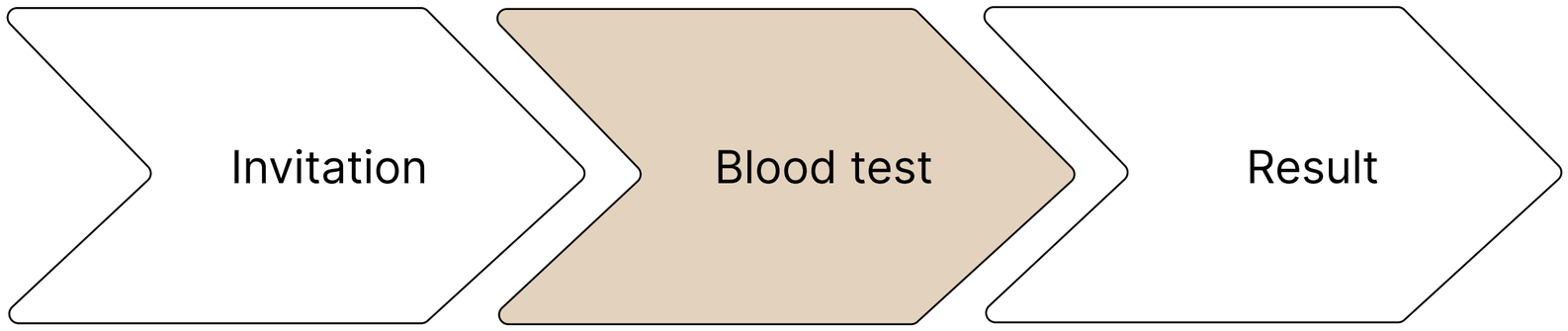
Estonian Health Insurance Fund <invitations@ehif.ee>
sent to me

5 hours ago

My Genetic Mirror *Beta*

by EHIF

Overview of the process



You can now book your appointment for My Genetic Mirror.

Book your appointment now.

Book now

Read more about My Genetic Mirror. *Beta*

Open website

Page 3-1: Result communication page, “My Result & Action Plan” sub-page

My Genetic Mirror Beta
by EHIF

My Result & Action Plan | Support
Lifestyle Recommendations | DNA insights

Your breast genomics

We help to understand what your DNA says about your breast health.

Disclaimer

- We only communicate genetic risk.
- **Genetic risk is not a diagnosis.**
- **Genetic risk does not pose any immediate threat to your health**, and you don't need to worry about it!

Read more about genetic risk

Your test result Beta

Your genomic risk is high,
so we recommend participating in screening.

Next screening in 2025 | Book your screening

See the full result

We analyzed your DNA for any changes that help us get an overview of your genomic health.

The results

We found that your overall risk of getting breast cancer during the next 10 years is rather unlikely.
The risk is 1 in 50. However, this is higher than the average in society.

Every year, about 25% of women receive a high risk result.

Your risk of developing breast cancer during the next 10 years	**2.2%**
Average risk in the population	**0.8%**

What this result means
This result not pose an immediate threat to you. It is not a diagnosis. For the healthcare system, knowing this result is important to keep your health monitored. If you take in part of screening, you should not worry about the risk.

What we recommend
To keep your risk of serious disease low, we recommend taking part in our screening program. The screening program is an effective way for monitoring health and helps hundreds of women every year to avoid getting breast cancer.

What comes next
We have put you into the list for breast cancer screening to help monitor your risk. Every year, an expected 1500 women are invited to screening. You can book an appointment for screening here:

Book appointment for screening
Read more about our analysis

Disclaimer

- **Like every genetic test, there is room for error.**
- This is a beta version of the service with a basic analysis model.
- We are working on more advanced models to improve the prediction power.
- However, the current model has been scientifically proven to help identify future breast cancer risk.

Read more about prediction power

Your Action Plan

How to minimize the risk

Genetic risk is like home fire safety

Your genomic mirror Beta

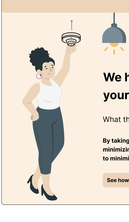
- It may help you to understand your result by considering a **fire safety metaphor**.
- Just like genetic risk, **the chance of having a fire at home is unlikely, but possible**.
- It is important to **keep the risk under control by monitoring the situation.**

A metaphor

How to minimize risk:
Monitor the situation

The best way to monitor the situation is to regularly take part in screening.

Book your screening



We help you stay in control of your genetic health.

What this means for your actual health:

By taking part of breast cancer screening, you are minimizing your risk. Just like the smoke detector helps to minimize the risk from a burning candle.

See how you can participate in screening

Summary

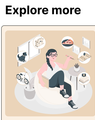
Your genes, both with their ups and downs, are part of your **identity. Just like for everyone else.**

These results **do not currently pose any direct threat to you** and you can continue living your life as before.

The best and easiest way to to keep the risk under control is to **take part in screening programs.**

Read more about screening programs | Ask about your result

Explore more



Insights about your DNA
Open

Lifestyle Recommendations
Open

Contact an Expert
Open

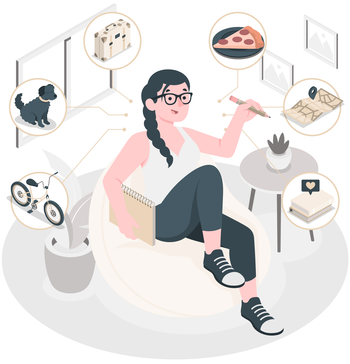
Have a question?
I can assist you in clarifying follow-up questions.

© 23andme example

Page 3-2: Result communication page, “DNA insights” sub-page

Genetics is part of a person's identity.

And like everything in life, it's a combination of both the ups and the downs.



Insights into your DNA *Beta*

What makes you, you.

What you can learn about yourself from our genomic analysis.

Good news | Breast genomics

Resilient DNA

- Good news! Your analysis shows you do not carry any of the common high-risk variants in the DNA repair pathway.
- This suggests your genes may be **effective in managing DNA damage**.
- Potentially contributes to a **lower overall risk.**

Read more

Covered by screening | Breast genomics

Hormone control

- Disclaimer: **No immediate threat to your health**, so no need to worry!
- Your analysis indicates the presence of common variants in the hormone regulation pathway.
- These variants may sometimes make it more challenging to maintain balanced hormone levels.
- This could potentially **affect your overall risk.**
- This risk **can be managed and monitored** effectively by regularly participating in breast cancer screening.

Details

Show more

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Read more about genetic risk

Explore more

My Result

Open

Lifestyle Recommendations

Open

Contact an Expert

Open

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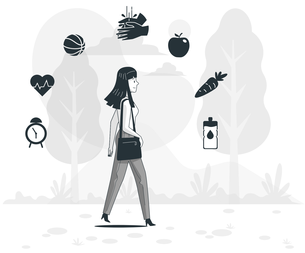
Page 3-3: Result communication page, “Lifestyle recommendations” sub-page

A healthy lifestyle helps to manage your non-genomic risks.



Help us provide you with lifestyle recommendations for minimizing your risk.

Genetic factors are just one aspect that can contribute to future breast cancer risk. You can further minimize your risks by leading a healthy lifestyle.

Do you smoke?
- ○ Yes
- ✕ No

Do you drink alcohol more than 3 times every week?
- ✕ Yes
- ○ No

Do you have newborns?
- ○ Yes
- ✕ No

Submit

Based on your answers, we recommend:

MIN

Consider limiting alcohol amounts.

- Drinking excessive amounts of alcohol is paired with developing cancer later in life.
- We recommend limiting your amounts.
- This is among the best things you can do for your health.

Read more

Other factors that help to reduce future breast cancer risk:

Consider quitting smoking.

Smoking in general paired with higher chances of developing cancer later in life. We recommend quitting. This is among the best things you can do for your health.

Read more

Consider breastfeeding your children.

Breastfeeding is highly recommended for its numerous health benefits, including the potential to reduce the risk of cancer later in life for the mother.

Read more

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Read more about screening programs | Ask about your result

Explore more

My Result

Open

Insights about your DNA

Open

Contact an Expert

Open

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Page 3-4: Result communication page, “Support” sub-page

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Schedule an appointment

Explore more

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