



Social Impact Report

2020





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Prevention before cure.

PreKure® is a social enterprise that exists to inspire a change in medicine to be more focused on prevention.

Join the movement that puts prevention at the heart of healthcare.

The medical system we have today spends most of its budget on treating sickness and very little on disease prevention.

On average, we spend the last 15 years of our lives suffering from the complications of one of the big four chronic diseases – cancer, dementia, heart disease or diabetes.

But the problem is that we medicate the symptoms, rather than treating the root cause of the disease.

PreKure sees the new world of medicine as preventative, person-centric, and future-focused. It is based on thriving, not just surviving. It's a rapidly moving and exciting field that can, and will, deliver health—or as we like to call it, a PreKure — to those who need it most.

To improve the population's health, we must PRE-CURE. We must prevent ill-health in the first place and optimise for hauora/wellbeing.

PreKure's vision is to prescribe prevention. Not pills.

**Together we can change medicine.
Prevention is cure. Lifestyle is medicine.**

Message from CEO

Using a 'Buy One, Give Many' model, PreKure has given over 3,663 free programs that have changed people's health for good.

We have supported the establishment of eleven community groups to Reverse Type 2 Diabetes.

With your help we have been able to have an impact on thousands of people around the country who, despite what their doctors say, have started to turn their chronic conditions around.

Thank you for helping us on our mission to make medicine more prevention-focused. Because of you there are hundreds of people taking responsibility for their health, using the latest scientific discoveries in nutrition, exercise and mind-body connection to slow down, halt and reverse chronic disease.

We want to share with you the impact in action and the feedback from participants.

Despite the number of free programs given so far, we still have a long way to go to change healthcare, so we thank you for being a part of this journey and helping us to spread the word.

Please let your friends, family and work colleagues know about PreKure's FREE Prevention and Lifestyle Medicine Programs.

Louise Schofield (PhD)
CEO and Co-Founder



Our Mission

Our mission is to improve the population's health through PRE-CURING preventable disease. We strive to prevent ill-health in the first place and optimise for hauora/wellbeing of everyday people.

PreKure's mission is to put prevention at the heart of healthcare. To prescribe prevention. Not pills. Together we can change medicine.

Prevention is cure. Lifestyle is medicine.

Our Values



We Care



We are evidence informed



We are radically transparent with data



We embrace change and progress

The Issue

1

Longer with Less

On average, around 20% of our lives will be spent with a disability—a functional limitation that requires assistance. Although we are living longer than our predecessors, we are spending proportionally less of our lives in good health.

2

Strain on hospitals

Our hospitals are full of patients in need of a cure. Average life expectancy in the world's developed countries is around 80 years for men and 83 for women. However, 'healthy life expectancy' is significantly lower, at 65 and 67 years respectively.

3

Gap in health system

Doctors and other medical professionals are not trained in the latest scientific evidence in nutrition, exercise and mind-body connection. Nor do they have the time to implement behaviour change with their patients.

4

The missing link

We see health coaches as the missing link in medicine. A PreKure certified Health Coach has the knowledge and skills to transition a client from illness to wellness using lifestyle medicine under the guidance of their GP.

Our Business Model

PreKure is a combination of a commercial business model, with the social purpose of a charity.



Buy One

The 'BUY' side of the business ensures we are commercially sustainable and able to scale.

We engage with hundreds of students who purchase our online programs. Some of these students are medical professionals who wish to upskill in the latest evidence of prevention medicine.

Some are students who wish to become PreKure Certified Health Coaches and take an active role in the wellbeing solution.

PreKure is a school for health, happiness and longevity.

Give Many

The 'GIVE' side of the business is changing people's lives for the better.

We practise what we preach and we give away invaluable knowledge and tools to people who need it most.

We partner with businesses, gyms, communities and more to offer FREE prevention medicine programs. These programs give participants the tools and inspiration to help shift themselves from illness to wellness.

PreKureME for free

NEARLY
4K
FREE PROGRAMS
GIVEN TO DATE

PreKure[®]ME

21-DAY HEALTH CHALLENGE

For every course purchased we give one (or more) lifestyle medicine program to people who need it. To date, we have given close to 4,000 free programs.

The lifestyle medicine program is a 21-day health challenge called PreKureME. The program is all about being focused and disciplined for a short period of time, with the goal of giving your wellbeing a boost using preventative medicine. The program is designed to help people make that first step to reversing key health markers to improve quality of life.



Reversing Type 2 Diabetes Community Groups

We have supported the establishment of eleven community groups to reverse Type 2 Diabetes. These are currently located in cities around New Zealand and Australia.

Our Social Impact



3,663

PREVENTION MEDICINE PROGRAMS GIVEN (FREE)

11

REVERSING TYPE 2 DIABETES GROUPS IN NEW ZEALAND AND AUSTRALIA



718

ONLINE COURSES COMPLETED (PAID)

—

We tested some of our program participants and found these key health markers had improved:



66%

EXPERIENCED WEIGHT LOSS/ IMPROVED BODY COMPOSITION



65%

EXPERIENCED IMPROVED ENERGY LEVELS



48%

EXPERIENCED IMPROVED SLEEP QUALITY



95%

ENJOYED BEING PART OF THE CHALLENGE AND WOULD RECOMMEND IT TO OTHERS



PreKureME Success Stories

BRENDAN – PREKUREME PARTICIPANT

I'm 59 yrs old and I weighed 99 kg when I started PreKureME. I'm down 10kg and counting just by staying on the PreKureME LCHF meal option and LOVING IT!

Hoping to be 15kg down by Christmas just by sticking to PreKureME.



CIRCUMFERENCE OF WAIST WAS LOWER



BRIGITTE – PREKUREME PARTICIPANT

May 2019 was my second time to be PreKured. Over the Christmas period 2018 I had jumped off the wagon, followed by a month long training course in January where I was being fed the standard fare of bread rolls, pasta and cookies.

Needless to say, my HbA1c was 7.5% in early March and I was struggling to get back on the wagon. Then the invite to PreKureME came along and I grabbed the opportunity. Since PreKureME I have stayed low carb at least 90% of the time. My weight fluctuates a little with a slow trend downwards. **My skin is fine, I have lots of energy. Migraines and acid reflux that used to plague me in the past are rare events as long as I stick to low carb.**

But the biggest result came today: HbA1c 6.1%. Yay!

There are still some areas that need improvement like my sleep and the level of exercise. It is a work in progress, and next time PreKureME comes along I will join again and keep working on these areas.



CIRCUMFERENCE OF WAIST WAS LOWER



HbA1c DECREASE



ENERGY INCREASE

Our Faculty



We are a team of internationally recognised health professionals highly educated in the science and practise of prevention medicine.

Dr Louise Schofield
>> *Behaviour Change*

Louise has a PhD in Public Health and 15 years' experience in the corporate well-being industry, developing behaviour change programs that achieve results.

A successful entrepreneur and innovator, she is also the co-founder of PreKure and her mission is to change medicine to focus more on prevention, before the cure is needed.

Prof. Grant Schofield
>> *Public Health*

Grant is the Director of The Centre for Human Potential at AUT University and former Chief Scientific Advisor to the Ministry of Education in New Zealand. He is the author of four best-selling books.

Dr Caryn Zinn
>> *Dietitian*

Caryn is an NZ Registered Dietitian and academic at AUT University. She has over 20 years of consulting experience as a dietitian and is the managing director of her nutrition and lifestyle consultancy practice. She has co-authored three best-selling books and is an internationally recognised leader and advocate in intermittent fasting and whole food, LCHF nutrition approach.

Dr Catherine Crofts
>> *Pharmacist*

Catherine has more than 20 years' experience as a clinical pharmacist. She recently completed her PhD in the early diagnosis of metabolic disease focusing on lifestyle management. She lectures in Pharmacology at Auckland University of Technology.

Dr Desiree Dickerson
>> *Neuroscientist & Clinical Psychologist*

Desiree is a clinical psychologist with a doctorate in the neurodevelopment of mental health disorders. After working in research in New Zealand, Australia and Vienna (Austria), she now lives in Spain and speaks internationally about brain health, cognitive performance, and well-being. Her drive is to reduce the social impacts of ageing and mental health by helping people integrate effective and scientifically-proven habits and strategies into their lifestyles.

Our Faculty



Dr Chris Reid

>> General Practice

Chris is a GP and clinical lead in one of the first New Zealand practices to be accredited as a Neighbourhood Health Care Home. With more than 25 years of leadership roles in both the military and health sector, his passion is to develop a healthcare system that empowers all of us to embrace a healthy lifestyle. He is currently the chair of the RNZCGP National Advisory Council.



Dr Glen Davies

>> General Practice

After completing his studies at Otago Medical School, Glen spent 2.5 years working in a mission hospital in Papua New Guinea, then a year as a medical registrar before becoming a GP in Taupo. "I am passionate about Lifestyle Medicine and walking with my patients and community on their journey to wellness."



Sonya English

>> Registered Nurse

Sonya is a clinical nurse specialist for a critical care outreach team. She has a masters of health practice and has more than 27 years' experience working with critically-unwell patients, both nationally and internationally. Sonya has first-hand understanding of chronic and acute organ failure, and the effects of functional decline.

As an educator and senior nurse, she has a passion for disease prevention and for living a full and quality life.



Dr Simon Thornley

>> Epidemiologist

Simon is a public health medicine specialist. His academic career centres on improving dietary treatment for diabetes and uncovering the health effects of excess sugar intake. Simon teaches evidence-based medicine at a postgraduate level at the University of Auckland.



Dr Carlo Bellini

>> Medical Doctor and Lead Coach

Carlo is a consultant, executive coach, and speaker. His expertise lies at the intersection of health, business, and innovation. He works with individuals, teams, and organisations who seek high performance, assisting them to achieve outstanding outcomes.

Carlo is lead Coach of our Health Coach Certificate.



George Henderson

>> Research Writer

George is self-taught in nutrition and metabolism, and began working with Grant Schofield as a backroom researcher in 2014. His peer-reviewed articles and letters have been published in journals including BMJ, Lancet Diabetes and Endocrinology, JAMA, and Annals Internal Medicine. He has written reviews of books on food-related topics for The Spinoff and Newsroom and is also well-known as a musician and songwriter in New Zealand.

PreKureME Success Story



SARAH – PREKUREME PARTICIPANT

I did the PreKureME 21 Day Challenge in September 2019. I can honestly say its the best lifestyle change I've ever done, and I'm happily continuing on following the 21 days.

In those three weeks I chose the Keto diet and my main exercise was walking each day (along with some really interesting learning!). **I lost 5kg** in weight (which was a driving factor for me doing the challenge), **reducing my waist measurement by 8cm** and all other measurements by more than 2cm.

I now know I must have been insulin resistant and as a late 40s woman have finally **started shifting this weight around my tummy which nothing could move previously**. It's great! I feel fantastic, both physically and mentally. My alertness is amazing and I no longer have the afternoon slump where I used to reach for sugar. I never ever thought I would be able to stop eating sugary foods!

The biggest benefit (other than the weight) has been the reduction in aches and pains. Getting out of bed in the morning I've always been like a creaky old thing, but **now I can literally bounce out of bed and head off for a walk**. I've even run a few kms, and had no aches and pains the next day, at all! (which for a non-runner is just amazing as previous efforts to run left me struggling to walk up/down stairs for days). I **highly recommend the PreKure lifestyle - for me it's now a no-brainer of how to live life moving forward**.



CIRCUMFERENCE OF WAIST WAS LOWER



AEROBIC OUTPUT INCREASE



ENERGY INCREASE



MENTAL CLARITY INCREASE

What the Health Professionals Say:

"As a dental hygienist, we advise on healthy habits, not only for great mouth health but overall health as it is all connected. This challenge is great for overall health and wellbeing."

"As a Physio & Pilates instructor I thought the challenge was great and have already talked to people about it. It makes you more aware of making good choices."

"It is unlike any other "free" internet course I've encountered - no strings, no half answers and time wasting preambles. It is to the point, and jam packed with learning and support from world leaders in health and wellness."

"I have tried many, many weird and not so wonderful diets, eating plans, expensive shakes and potions. PreKure Mediterranean is the first type of eating plan that isn't hard. I love the freedom, there is variety, easy to keep track, rules are simple and totally doable."

"I am a GP and found this challenge easy to follow with the points system. I found the readings kept to the promise of 10 mins but some days were less than 10 mins which was a bonus for time-strapped GPs!"

PreKure[®]ME

21-DAY HEALTH CHALLENGE

"As a GP I would recommend this to many people who are looking to positively impact their health and wellbeing."

I have lost 4.5 kilos over the last three weeks and have not once (honestly!) felt like I'm missing out. I am a Nurse and I feel I should know more about nutrition but I'm really just as confused as my non health professional friends. The support has been phenomenal, I've felt in safe, credible hands since day one with you and your super team."

What Participants Told Us

 "Fantastic source of information, covering all aspects of lifestyle change, great community, as well as access to top professionals providing the research and science behind the programme."

 "My fitness went from a slow 30 min walk to a 45 min walk up a 100-metre hill and a much faster step. Bloods two hours before my meal tonight are: 5.2 [glucose level] & 1.7 BHB. The thing I'm most grateful for is not a physiological change but one that will lead to health. It is finding my motivation again after a sluggish three years and an outstanding vitality as I end the programme. That's GOLD!"

 "I have thoroughly enjoyed the change of lifestyle over the last 21 days. I have lost 6.3kg, feel fitter and healthier and have no desire to "finish" the challenge. These changes are permanent. Many thanks for providing such a wonderful facility. Mental wellbeing has improved - more positive about life in general and very grateful to have been part of this challenge."

 "I went from struggling to walk 30 minutes to walking 40 minutes effortlessly. Snacking was a daily routine but not one snack in 3 weeks and no reflux, which was getting worse and worse."

 "I didn't expect so much change in such short time - headaches gone, heaps more energy, lost 4kg, sleeping better and most importantly I feel motivated and bloody great!"

 "This has been a true revelation to me. I knew a bit about nutrition but found it hard eating in a healthy, sustainable way, and I was totally addicted to sugar!!! This is my new 'normal' and I can't thank you all enough."

 "I was most surprised by the importance of social connection on my wellbeing. Prioritising genuine human connection in the last 3 weeks has had a huge impact on me and that kind of became my "treat" rather than eating something yummy. It appears to be closely linked to how I care for my body with food and exercise."

 "I would encourage people to do it. I felt better overall. My energy felt more stable over the day. I lost a little weight, steadily. I learned some things. I'm much more conscious of what I eat and drink, and have completely stopped snacking."

 "I lost 3 kilos in weight, some improvement in RA symptoms and increase in general fitness and overall wellbeing."

"This is exactly what the population needs, well done to the PreKure team for your innovation, enthusiasm and delivery."

"PreKureME changed my personal life and my husband's. I won't need to bury him in the next 5 years!"

What's Next?

There are millions of people going about their lives on the path to chronic disease. Some are walking around with pre-cancer, pre-diabetes, pre-dementia, and pre-heart conditions that we can reverse now with prevention medicine.

PreKure aims to reach all of these people!

We will give 1,000,000 free prevention medicine programs and educate 100,000 Health Coaches and professionals globally.

How can you help?

By signing up to one of our courses you will not only be upskilling yourself in prevention medicine, you will be giving a program to someone in need.

Tell everyone you know about PreKure.

Get a bunch of friends together and sign up to our next FREE PreKureME challenge at PreKureME.com

PreKure® 
prevention is cure