

SCIENCE OF LIFE Corporate Wellbeing Programme



SCIENCE OF LIFE INSTITUTE
PERSONALISED MEDICINE AYURVEDA

Personalised Digital
Wellbeing Intervention

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Resumé

My name is Anita Ishwardat and I am the founder and Ayurvedic Practitioner of the Science of Life Institute. In 2011 I graduated from the European Institute of Scientific Research on Ayurveda and completed my four year training in Ayurvedic medicine with a thesis on breast cancer. I followed my study in the Netherlands and partly in India and I did my internship in North India in an Ayurvedic clinic called Prakash Deep Institute of Ayurvedic Sciences. My mission is very clear: to make the science Ayurveda understandable and applicable to everyone. Wellbeing for everyone.

Ayurveda, the Science of Life describes that every individual is unique. This requires a personalised approach to prevention and health promotion. Ayurveda is an ancient science from India and offers with personalised medicine solutions for the health problems in our modern society. Traditional medicine has two goals: to maintain good health with prevention and to cure illness by tackling it by the root.

In this digital era our the society is mainly focused on achieving results very quickly. We forgot how to live in the rhythm of nature. In short, we do not live according to our unique constitution and do not invest enough time and attention to increase the quality of life. By focusing on our personal wellbeing, we can restore our balance. If we will fail to do so it will have major consequences for our stress level. Then we become mentally overloaded. Ayurveda describes that the origin of all diseases comes from the mind. The body and mind needs proper nutrition. Ayurveda as a total health system does not treat the disease but the person behind the disease in a completely holistic and natural way.

At present, the number of chronic diseases in the Netherlands are extremely high. This is a worrying development and calls for concrete action to be taken. The cause of this problem lies mainly in overconsumption and not only of food but also of impressions. Because of the prosperity people consume a lot and are under the influence of too many incentives. Partly due to digitisation, a lot is possible: "The Sky is the limit". We live in a world where we are overfed. Only taking care of a right diet and lifestyle is not enough to stay healthy. Unfortunately, Western medicine offers no solution to this problem.

Research and development

A five-year practical study preceded this during the development of the **Science of Life Wellbeing plan**. In 2012 I started this research, in which the wellbeing of each client or participant was analysed from various angles. By taking consultations and therapeutic treatments, I was able to identify which wellbeing problems exists. The wishes and needs were discussed by organising lectures, health courses, cooking workshops and philosophy lessons. There was interest in such an approach from all parts of the Netherlands.

The past 2 years I have intensively studied the health care in the Netherlands. By attending conferences and talking to the general practitioners, medical specialists and researchers, I develop the knowledge how to solve the complex wellbeing problems. But above all, how we can motivate the individual to take control over their health again



Conclusion research

From this practical research I can conclude that people need support with self-management. The time when the doctor decided what the patient had to do is now far behind us. Today, the patient and the doctor decides together, which treatment to follow and what is necessary for good health. The patient makes the decision by themselves.

It has also been shown that the patient needs more personal attention and involvement of the health care provider. There is also a need for more information about health. The patient information is available but the patient not always asks for it. The health care providers must be more clear about the possibilities. The internet is now taking over this role, with the result that the patient is flooded with (incorrect) information. Today people are taking more initiative and constantly look for new ways to improve their health.

In the discussions it also became clear that people are experimenting with treatments of other medical systems. To find the right treatment, they look for it and even undergo treatments at different providers at the same time. Especially in the field of chronic diseases, lifestyle advice and inexplicable complaints, they benefit from other treatments. The scientific effects of such treatments are still an unknown area. An impact study could give more clarity about the effects. The results of self-care should receive more recognition and be used for scientific research. This is called Citizen Science. It is a relatively new concept that needs more attention.

Therefore, there is an interest and a need to find answers to questions of life. It is a quest to find the right organisations for this matter. You used to have churches and the real social network was well composed at the time. In this digital era with social media as a connector, contacts have become impersonal. A good social network is more in the background. Due to 'busy' schedule we have a hard time investing in personal contacts and therefore in making 'real' friends.

When are you motivated to invest in health?

When you have a bad experience such as an illness or a loss, which creates a restriction in freedom. Usually there is an awareness that something has to change. People are looking for solutions. This is how we did it but now we can do it in a different way.

Wellbeing for everyone.

Founder Anita Ishwardat
Science of Life Institute



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1. Approach and duration

The Science of Life Wellbeing plan is a total concept and offers concrete solutions to tackle health problems. Innovation makes it possible to optimally apply personalised digital wellbeing interventions. The success of this plan is determined by three factors, including achieving low costs, higher labor productivity and experiencing a high level of wellbeing.

Eight wellbeing programmes have been developed for a number of specific target groups. A programme lasts one year and is personalised. It is also possible to start with a short six-month programme. Each target group follows its own path, both individually and in groups. The integration of e-health makes it possible to take major steps. Ayurveda requires a completely different view of the individual, illness and data. This starts with a person-oriented approach, taking into account the differences per individual. The focus is on prevention and aftercare. A conscious decision was made to divide the programmes into groups and not into diseases. This is a good starting point in the process of taking back control of health. The association with illness has a negative effect on the mind.

We start with a health check. The results are processed in an extensive advisory report. The process is continued by participating in the various health programs. Progress is measurable through follow-up checks, which motivates continued investment in health. A web portal provides access to all advice and data. This system also offers the possibility to develop directly applicable Ayurveda knowledge by following online training courses. To stimulate motivation, there is a savings and reward system.

It is possible to order all relevant health products via a webshop. You can also carry out self-checks at any time with a measuring device, similar to a blood pressure monitor. This system is linked to the healthcare professional. If necessary, appropriate advice can be given immediately. In this way, we continue to monitor progress in the meantime and remain involved with the client.

We will invest in scientific research by collecting data. This is of course done with the permission of the client. With this data we examine the effects of personalised medicine Ayurveda. The results will contribute to a more efficient care and will be presented at our annual conference.



1.1 Programmes and target groupes



The first four programs we offer for corporate customers. The freelancers will follow the Member Wellbeing programme. With the Elderly care Wellbeing programme, we focus on both corporate customers and individuals. A personalised programme is offered which is based on the wishes and needs of the clients.

The last four programs we offer to individuals. The students will follow a special programme. The government and partner institutions will also play a role in these programmes. We will offer person-oriented care and will take the budget into account of each the person. The goal is to make the programmes accessible to everyone.

2. International recognition of Ayurveda

At an international Ayurveda conference in the Netherlands, Minister Bruno Bruins of Healthcare & Sport endorses the vision of Ayurveda. "Health is more than the absence of illness, but a sense of wellbeing and satisfaction. Not all health problems can be solved with major medical interventions", the minister says.

Guest speaker at the congress Alojz Peterle, Member of the European Parliament and former Prime Minister of Slovenia, appreciates Ayurveda for its scientific underpinnings and emphasises the value of a complete health system like this. He indicates that, despite innovations in medicine, global healthcare developments are becoming more worrying. This means that a new approach is required with good cooperation to solve the problem.

In 1977, the World Health Organization recognised Ayurvedic medicine as a scientific medicine and included it in its statutes. As an additional note, the WHO states "Where Western medicine stops, Ayurveda continues."

Switzerland is the first country in Europe to recognise Ayurvedic medicine. Followed by Germany in November 2019, with Chancellor Angela Merkel and Prime Minister Narendra Modi signing an MoU. An agreement for scientific and technological research collaboration to promote, establish and expand academic collaboration in Ayurveda, yoga and meditation.

3. Personalised Medicine Ayurveda

Each individual is born with his own unique constitution and this is the blueprint that is unchanging and will remain that way throughout life. People are under the influence of environmental factors, as a result of which they become unbalanced by, among other things, the quality and quantity of food, change of seasons, excessive stress, insufficient rest, little exercise, disturbed relationships, changes in age and suppressed emotions. Ayurveda describes that living outside your natural rhythm eventually results in illness. What good for one person is not good for another. Personalised Medicine from an Ayurvedic perspective provides health care with a very effective approach.

3.1. The Guidelines

Ayurveda has personal guidelines for each individual to follow. One of the important guidelines is living according to the rhythm of nature and to follow a natural daily routine. A personal time schedule of 24 hours will help to integrate the new routine. The guidelines includes a personalised diet and lifestyle determined by the unique constitution of each individual. Some dietary changes will be necessary. Also taking moments of rest by practicing breathing exercises, yoga and meditation. Yoga and Ayurveda form one complete health system. Optionally, various therapeutic treatments are being advised for cleaning the internal and external body, such as body massages and the use of nutritional supplements.

3.2. Diagnosis

The main form of diagnosis takes place by feeling the pulse and examining the tongue. The overall condition is examined and observed on a physical and mental level. In addition, diagnostic equipment is used to process the data and make it measurable for the client. Then it is examined which constitution the person has, what the imbalance is and what led to it. Finally, it is advised which means to use to restore the balance. We start with strengthening the immune system and improving digestion system.



4. Science of Life Corporate Wellbeing programme

The **SCIENCE OF LIFE Corporate Wellbeing programme** offers (SME) companies and (government) organisations solutions for sustainable employability. The programme is a total concept and is distinguished by a personalised approach with digital applications, in which prevention is taking a central place. In addition to innovative technologies in the field of e-health, this programme offers personalised solutions for a wide target group. The facilitation of the programme is largely in company and can also be organised outside working hours. It is a win-win situation for both the company and the employees.

The range of programmes consists of various options and will be made in cooperation with the client. Not a one-fits-all approach, but completely personalised to the individual. The programme provides insights into the talents of the employee and supports in personal development. This makes working for a longer time possible.

An important part of Ayurveda stands for rejuvenation of the body and mind. This programme offers tools for a long and healthy life. Extra care and attention goes to the group of millennials, midlife employees women health. Potential limitations in old age can be reduced with Ayurveda. This results in more balance in work, private and social life.

A pitfall is that employers tend to look at the age of the employee, but not at the three essential factors such as job duration, type of work and work and lifestyle. Our focus is also on aftercare for employees with a chronic disease. The challenge is to get them to work in a short time. Conventional medicine does not provide sufficient support for this group and people often have to rely on themselves. In this way, it takes too long before the employee can return to healthy work. In the worst case, it is not even possible for the employee to resume their work. With this problem, the costs for the employer will be too high. These costs can now be invested in sustainable employability.

It is important for the employer to draw up a policy that exactly means sustainable employability for the company. This makes it clear to everyone what the company stands for and what is expected. Sustainable employability must live in the workplace! Employee health is the most important indicator of a successful business. The initiatives in the field of health promotion within a company are quite broad, but the employee just needs one clearly framed offer. Taking joint responsibility of all parties involved is leading to successfully complete this program.

The **SCIENCE OF LIFE Corporate Wellbeing programme** takes the complexity of sustainable employability out of the hands of the employer. In addition, it provides the right insights on how to promote the wellbeing of the staff and reward healthy behavior. Investing in the wellbeing of the employees creates a healthy and conscious corporate culture and the goals will also be achieved in the long term. We will monitor this programme with scientific research, looking at the quality and applicability in regard to sustainable employability.



4.1 Concept

The **SCIENCE OF LIFE Corporate Wellbeing programme** has been developed as a total concept in which sustainable employability is integrated on a large scale with companies and (government) organisations. In the programme, the institute has focused on Personalised Medicine from the perspective of Ayurveda. In addition to innovative technologies in the field of e-health, this programme offers personalised solutions for a wide target group. The facilitation of the offer is largely in company and can also be organised outside working hours. It is a win-win situation for both the company and the employees. The range of programmes consists of various options and is personalised in consultation with the client.

4.2 Health Check

The employee fills out a digital questionnaire at home about, among other things, the general condition, nutrition, sleep, work, ambitions for sports and exercise. The questionnaire is reviewed during the appointment and supplemented with a health check. This consists of a number of medical tests such as: a blood pressure measurement, BMI measurement, cholesterol and blood sugar test.

Then a diagnosis is made and a personalised advisory report tells you what the type of constitution is and what is out of balance. The advisory report also includes the following factors: the correct personalised diet to the constitution, changes in lifestyle, breathing exercises, personal development, yoga and meditation and possibly the use of nutritional supplements. In addition, we offer all additional treatments that one can undergo. The advisory report also consists of a timetable that is divided into 24 hours, including personalised nutrition and lifestyle advice.



4.3 Our offer

Corporate Wellbeing programme

We offer an annual programme or a short 6-month programme. The employee portal is part of the annual programme. Optionally, a choice can be made from additional treatments, products and health events.

Year programme Corporate Wellbeing	6 months Corporate Wellbeing
<ul style="list-style-type: none"> ✓ In company ✓ Health check ✓ Personalised advice report ✓ Advice personal development ✓ Follow up appointment: 3 times ✓ Workshop Ayurveda ✓ Yoga/meditation course ✓ Philosophy course ✓ Cooking workshop Ayurveda (cooking studio) ✓ Employee portal - only accessible to employees (*) 	<ul style="list-style-type: none"> ✓ In company ✓ Health check ✓ Personalised advice report ✓ Advice personal development ✓ Follow up appointment: 3 times ✓ Workshop Ayurveda ✓ Yoga/meditation course — Philosophy course — Cooking workshop Ayurveda (cooking studio) — Employee portal
Price: €595 excluding vat p.p.	Price: €350 excluding vat p.p.

4.4 (*) Employee portal – only accessible to employees

- personalised weekly menu including recipes
- useful lifestyle tips
- information on the use and effects of herbs and spices
- online breathing exercises and yoga and meditation classes
- online Ayurveda training 3 times per year
- contact with healthcare professional via email, by phone or Skype

Optional additional treatment products and health events

- Therapeutic body massages
- Stress reducing treatments
- Cleansing treatments
- Treatment of occupational complaints
- 1 to 1 training session

Costs

€995 excluding VAT per person and free disposable amount

Discounts

10% lessons | courses | workshops | health products
15% treatments | conferences | festivals



5. Organisation

The Science of Life Institute, the former Gandiva Institute, was established in 2011. The institute is an international organisation based in The Hague, the Netherlands and focuses on the sectors: Education, Healthcare and Culture. Sector research is currently in the start-up phase. The Science of Life Institute is an independent knowledge institute which strives to translate fundamental insights of the science of as efficiently as possible into contemporary standards. With the aim of stimulating Personalised Medicine Ayurveda by promoting and prevent health worldwide and to fight chronic diseases.

The three pillars on which the organisation is based are **cooperation, knowledge sharing and awareness**. The institute has developed various wellbeing programmes that focused on a number of specific target groups. These are offered by companies, the government and institutions. We provide courses in the field of wellbeing interventions for healthcare professionals. Interested parties can choose from a wide range of lectures, training courses and workshops. Various retreats are going to be organised regularly in the Netherlands and abroad.

Although Personalised medicine is still in its early stage in modern medicine, this is an ancient science from traditional Ayurvedic medicine. By investing in both fundamental and applied scientific research, we can further develop the personalised wellbeing interventions. The institute selects healthcare professionals, top researchers and scientists and encourages collaboration. With a joint approach, the insights from the studies are translated into applicable methods and personalised treatments.

The Science of Life Institute is building an international network to create support for high-quality care and to fight chronic diseases in Global Health. Top researchers are working on one common goal and are supported by universities, partner institutions and the governments. The institute has a digital international platform for the promotion and investment of fundamental research. There is a lot of knowledge, but little cooperation to be able to translate the results into current standards. To know more about the traditional knowledge of the Ayurveda science and to understand it, one and the same language must be spoken worldwide. In this way the Science of Life Institute lays a new foundation for now and the future to strengthen the knowledge of Personalised medicine Ayurveda globally.

6. Committee on Scientific Research

6.1. Objectives

To initiate research of chronic diseases in Global Health on international level with the specific aspects of the concept of Ayurveda. To conduct an active advocacy programme in research in evidence based Ayurveda practice to get the recognition of the science of Ayurveda globally. To actively promote excellence in patient care through uniform guidelines in Ayurveda and the translation of research and education into innovation in clinical practice.

6.2 Members



Prof. Dr. Anupama Kizhakkeveetil



Dr. Antonio Morandi



Prof. Dr. Madan Thangavelu



Dr. Sandeep Nair



Dr. Cornelis Peters

7. Consortium for Ayurvedic medicine

Call for Ayurveda experts

The Science of Life Institute (SOLI) is looking for Ayurveda experts to establish a Consortium for Ayurvedic Medicine. The goal is to promote Ayurveda on a large scale with the Science of Life Wellbeing project. This project is an initiative of SOLI and is being introduced to companies, institutions and the government in the Netherlands. We are looking for experts who acknowledge the value of a partnership and who is willing to support innovative technologies in Ayurveda.

Why a consortium?

A specific platform of European partners is necessary to join forces and to start the Science of Life Wellbeing project together. In this way we can promote Ayurvedic medicine on a high level. Knowledge and expertise are brought together to launch this ambitious project. In addition, it is important that Ayurveda need to be accepted as a complete health system. With a multidisciplinary approach, we can lay a solid foundation for the recognition of this wonderful science. Research takes an important role on the development and implementation of evidence-based Ayurveda care. We will start scientific research with all the data of the project to improve the Ayurveda healthcare system.

Who are we looking for?

SOLI would like to collaborate with Ayurveda doctors, specialists and practitioners who are located in Europe. The Ayurveda experts are committed to the Science of Life Wellbeing project and our SOLI center in the Netherlands.

The experts focuses on the following areas:

- Diagnostics
- Education
- Research
- Pancha Karma treatments
- Specialised Ayurveda care

Profile experts

- Diploma Ayurvedic medicine (BAMS| MSc) or Diploma Ayurvedic Practitioner (AP)
- Supporting innovative technologies in the healthcare sector.
- Being capable of working with diagnostic equipment.
- Having the ability to translate Ayurveda to contemporary standards.
- Being capable of starting a dialogue with the conventional healthcare professionals.
- A good command of the Dutch or English language.
- Being a member of a professional association.
- Willing to work on weekends and evenings.
- Working as a self-employed person or freelancer.

Are you interested in becoming a partner of the Consortium for Ayurvedic medicine? Please send us a CV with your specialisation in Ayurveda to contact@scienceoflife-institute.com. The closing date is July 6, 2020.