

# Your Proactive Health Roadmap



5 Questions to Uncover Your  
Hidden Health Risks



COYNE  
MEDICAL



## My personal health journey taught me that the most important questions aren't always asked in a standard check-up

---

For years, as a doctor, I assumed my health was on the right track. I had regular check-ups and no reason to think anything important was being missed. But no standard check-up ever hinted at what was hidden in my DNA. It was only while exploring the latest diagnostics for my own patients that I made two life-changing discoveries about myself: a mutation in the PALB2 gene, increasing my cancer risk, and a dangerously high lipoprotein(a) level.

This journey taught me a crucial lesson: the standard approach to health, even in private care, often misses the full story. It's why we are so passionate about integrating these deeper insights into our work, to give you the same advantage I now have. This guide is a starting point for understanding your health in a more connected way.

*“Knowing my risks wasn't about luck; it was about looking deeper. Now, I have a truly personalised plan for my health.”*

Dr Lucy Hooper  
Co-Founder

Your Proactive Health Roadmap

---

# Contents

---

## Question 1: The Pattern 04

Thinking beyond your parents.

## Question 2: The Timeline 06

How does age of disease impact your risk.

## Question 3: The Silent Risks 08

What might you be missing in a routine blood panel.

## Question 4: Joining The Dots 10

Do my symptoms connect together in ways no one has explained.

## Question 5: The Full Picture 12

Am I getting the whole picture of my health.

## The Action Plan 14

Learn how our protocol can help you put it all together.



# 01 The Pattern

Beyond my parents, what patterns of illness exist in my extended family?

## Why This Question Matters:

- We naturally focus on our parents, but this gives us a very limited view. Genetics is all about patterns, not just single events.
- A single event (like a grandfather having a heart attack at 80) might not be significant. But a pattern (three of his siblings also had heart issues before 60) is a critical clue that points towards a stronger inherited risk.
- Looking at your wider family tree, including aunts, uncles, cousins, and grandparents gives you a much richer and more accurate data set to understand what might be hidden in your family's health story.

## Your First Step:

- This week, call one relative you haven't spoken to in a while, perhaps an aunt, uncle, or older cousin.
- Use this simple script: "I'm putting together a family health history for my own peace of mind, and I was wondering if you remembered what happened with [Relative's Name]?" People are often happy to share stories.



# 02 The Timeline

Is there a history of major illness diagnosed under the age of 65 in my family?

## Why This Question Matters:

- The age at which a relative was diagnosed is often the most important clue for an inherited risk.
- A breast cancer diagnosis at age 45 tells a very different genetic story than one at age 75. Early-onset disease is a major red flag.
- Many inherited genetic mutations, like BRCA and Lynch Syndrome, cause cancers to appear at a much younger age than sporadic (random) cancers.
- Knowing the timeline helps separate "bad luck" from a serious, inherited pattern that requires a proactive plan.

**Your First Step:** For each relative with a major illness, create a simple "Health Timeline." Try to find:

- The Age of Diagnosis: This is the most critical piece of information.
- The Age at Death, if they have passed away.
- Other details that add context: What treatment did they have? Do you know if they ever had genetic testing?
- Pro-Tip: Don't worry if you can't find every detail. "Grandma was in her 40s" is still a very valuable clue. The goal is progress, not perfection.

1937 Larnagh



The Doc. 1939.

# 03

# The Silent Risks

## What if my cholesterol is 'normal' but my risk of a heart attack is still high?

**Why This Question Matters:** Standard health checks look for existing problems, but they often miss the "silent" risk factors that can build up over decades. True proactive health is about uncovering these hidden clues before they become a crisis.

Here are three powerful examples:

- **Lipoprotein(a):** 1 in 5 people have high levels of this "sticky" cholesterol particle that significantly increases heart attack and stroke risk, yet fewer than 1% of people have ever had their level checked.
- **"Hidden" Cancer Risk:** It's possible to carry an inherited cancer risk gene even without a clear or dramatic family history of the disease.
- **Blood Pressure:** Often called the "silent killer," only about half of people with high blood pressure are diagnosed or treated. A small jump in systolic BP from 115 to 135 doubles your heart attack risk.

**Your First Step:** Conduct a quick "Personal Risk Audit":

- **Review Your Last Report:** Look at your most recent blood test. Does it mention Lipoprotein(a) or Lp(a)? For 99% of people, the answer is no.
- **Check Your Numbers:** Don't assume your blood pressure is fine. Use a home monitor or a pharmacy machine to get an accurate reading.
- **Re-think Your History:** Consider if there were any "unexplained" or early health events in your family that didn't fit a clear pattern.
- **Pro-Tip:** These silent risks are why a proactive approach is so vital. It's about finding the clues before they become a crisis.



# 04 Joining The Dots

What if my symptoms, results, and risks are connected but no one has explained how?

**Why This Question Matters:** The inflammation that matters most for long-term health is rarely dramatic. It doesn't usually cause pain or obvious illness. Instead, low-grade, persistent inflammation quietly affects the body from blood vessels, to immunity, hormones and the brain. This can all happen years before any diagnosis is made.

- **The Gut and Oral Microbiome:** the communities of bacteria and other organisms living in our body are key to regulating inflammation. Balanced communities keep inflammatory responses balanced too. When they're disrupted, known as dysbiosis, inflammation can persist even when standard test results appear reassuring. Dysbiosis is linked to conditions from Alzheimer's disease, obesity, autoimmune disease and mental illness. We can now test and sequence your microbiome from the mouth and gut.
- **Oral Health:** Bleeding gums and gum disease are not just a dental problem. Changes to the bacteria in the mouth can trigger inflammation all around the body. We have even found bacteria from the mouth in atherosclerotic plaques after heart attacks. Extra markers like highly sensitive CRP can help us track inflammation in the body.

**Your First Step:** Look for patterns, not isolated results

- If you've experienced combinations such as gut symptoms, fatigue, and gum disease, these may be connected rather than separate problems.
- When multiple symptoms are assessed in isolation, it's common to be referred to different specialists and undergo numerous tests, without anyone stepping back to look for an underlying pattern.
- Noticing where issues overlap is often the first step toward understanding what may be driving them.



# 05 The Full Picture

---

Am I seeing my body's whole picture, or just the number on the scale?

**Why This Matters:** The number on the scale and even standard check-ups only show a fraction of your body's true story. A proactive approach means looking at the deeper layers of your health.

- **Measuring the "Invisible" Fat (Visceral Fat):** The number on the scale doesn't tell you about the dangerous internal fat wrapped around your organs. This visceral fat is a key driver of heart disease and type 2 diabetes, and it can only be accurately measured with advanced imaging. Pairing this information with other markers like insulin gives a more accurate picture.
- **Looking Deeper with Whole-Body MRI:** This proactive scan can detect cancer in 1-2% of healthy adults over 40 and can find other critical issues like aneurysms.
- **Understanding Your DNA with Pharmacogenomics:** This simple test predicts how you'll respond to medications. An incredible 1 in 4 prescriptions would be changed if this information was known beforehand.

**Your First Step:** A Quick Data Audit

- **Measure Your Waist Circumference:** This is a simple proxy for the "invisible" visceral fat. For a quick check, a waist measurement over 35 inches (88cm) for women or 40 inches (102cm) for men can indicate a higher health risk.
- **Review Your Medications:** Look at any prescriptions you take. Ask yourself, "Do I know for certain this is the optimal drug and dose for my unique body?"
- **Metabolic health:** What is the one area of your long-term health where you have the least amount of concrete data? For instance, do you know your fasting insulin and insulin resistance score?



# The Action Plan

---

What is the single biggest health risk I'm worried about but have no clear plan to address?

**Why This Question Matters:** The previous four questions may have uncovered new concerns. But information without a clear plan can just create more anxiety.

A truly effective health plan isn't a generic checklist; it's a personalised strategy built around your specific risks, goals, and lifestyle. This is where we connect all the dots, your family history, your silent risks, and your lifestyle factors like nutrition, exercise, and oral health to build a unified plan with you.

True proactive health requires a combination of **Advanced Diagnostics** and **Expert Guidance** to decide what is right for you.

**Your First Step:** Define your focus. On a piece of paper, write down the answer to this question. Acknowledging your biggest worry is the first step to creating a plan to address it. Bringing this single, clear concern to a consultation is the most powerful starting point for change.

- Pro-Tip: Turning a vague fear into a specific, written problem is the most powerful step you can take. It's the moment you begin to take control.



# The Next Step

From questions to a clear, actionable plan.

If working through these questions has left you feeling more thoughtful, or has highlighted gaps in how your health has been assessed so far, that's often a useful place to be. Clarity rarely comes from rushing into the next test. It comes from stepping back, joining the dots, and deciding what matters for you over time.

Our approach is deliberately simple: **High Tech, High Trust**. We use advanced diagnostics where they add meaning, and pair them with careful, doctor-led interpretation. The aim isn't to do more, but to do what's appropriate, in the right order, with continuity and context.

For many people, the next helpful step is a Preventative Health Review, a one-to-one consultation with a Coyne Medical doctor.

This isn't a sales call or a commitment to further testing. It's a structured conversation to review what you already know, explore what may be missing, and decide together whether anything further would be useful.

## Corporate healthcare, designed to fit your life

### Personal, doctor-led care

- Health screening and follow-up designed around you, not a one-off check.

### Built for the long term

- Continuity of care, with the option to combine preventative screening and ongoing GP support for you and your family.

### Accessed through work, without pressure

- Direct invoicing to your employer as a tax-free benefit, with a bespoke booking link and no sales process.

### Completely confidential

- Your results and consultations are shared only with you and your doctor.

### Care that makes life easier

- No upfront payment, no reimbursement forms, and no need to navigate multiple providers. For individual, small teams or larger companies.



AS FEATURED IN

THE  TIMES GRAZIA **Women'sHealth** TATLER SHEERLUXE