# CoreVitals bets on twice‑yearly, GP‑reviewed blood testing to make preventive care routine



We are in a moment when consumers are reshaping how health is measured and managed. According to a recent profile in Tech.eu, CoreVitals, a London‑based health‑tech start‑up, is pitching itself at the heart of that shift by offering biannual, clinician‑designed blood testing across more than 100 biomarkers and an app to track results over time. The company frames its service as a bridge between functional‑medicine depth and mainstream accessibility, promising actionable insights into cardiovascular, metabolic, hormonal, liver, kidney, immune and nutritional health. (CoreVitals’ own website reiterates the twice‑yearly testing cadence, GP review and 1:1 nutritionist support that underpin its membership proposition.)

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://tech.eu/2025/08/12/corevitals-targets-the-next-frontier-in-preventative-health/), [[3]](https://www.corevitals.me/), [[2]](https://tech.eu/2025/08/12/corevitals-targets-the-next-frontier-in-preventative-health/)

CoreVitals’ founding story underpins its product positioning. The business was started by serial entrepreneur Adil Mohammed — whose earlier ventures include Launch48 and Fabrily — and Dr Nitin Shori, a GP with two decades’ clinical experience and a former medical director at online pharmacy Pharmacy2U. Tech.eu traces CoreVitals’ lineage to the team’s previous diagnostics play GetScanned (launched February 2024) and a premium subscription service, Elevate, introduced in January; those ventures informed the decision to bring a lower‑price, longitudinal‑monitoring product to market. BusinessCloud’s reporting on Elevate highlights the team’s appetite for combining imaging, physician access and membership models — context that helps explain CoreVitals’ roadmap.
- Paragraph 2 – [[1]](https://tech.eu/2025/08/12/corevitals-targets-the-next-frontier-in-preventative-health/), [[2]](https://tech.eu/2025/08/12/corevitals-targets-the-next-frontier-in-preventative-health/), [[4]](https://businesscloud.co.uk/news/uk-healthcare-app-set-to-allow-people-to-detect-risks-early/)

What CoreVitals is actually selling is a membership that delivers two in‑depth blood tests each year and an app that visualises trends rather than isolated snapshots. The company’s website states the panel analyses over 100 biomarkers and promises clinician‑reviewed interpretations alongside options to consult nutritionists and GPs through the platform. CoreVitals presents this as a clinically informed alternative to single, ad‑hoc tests and lists the kinds of conditions and markers it aims to cover, together with pricing and membership benefits. The start‑up describes the first test as a system‑wide baseline and the second as a targeted follow‑up to track more labile markers such as lipids, iron or vitamin D.
- Paragraph 3 – [[3]](https://www.corevitals.me/), [[1]](https://tech.eu/2025/08/12/corevitals-targets-the-next-frontier-in-preventative-health/)

A core thesis driving the product is to reject the prevalent “build‑your‑own” one‑off test model, which the company argues embeds consumer bias. “People pick what to test based on past experiences or biases — say you had anaemia 15 years ago, you might test for iron. But what if the real issue now is hormonal? You might not test for that at all,” Millie O’Brien, Head of Growth at CoreVitals, told Tech.eu. She said the panel was designed by GPs to be broad and avoid narrow, past‑driven selection, and the firm is already planning a second‑version product that will allow for increased testing frequency for people monitoring fluctuating markers such as hormones. The company positions longitudinal tracking and repeat testing as central to turning data into actionable change.
- Paragraph 4 – [[1]](https://tech.eu/2025/08/12/corevitals-targets-the-next-frontier-in-preventative-health/)

CoreVitals has sought to anchor credibility through accredited lab partnerships and a mix of go‑to‑market approaches. The company says it works with trusted UK laboratories to ensure standardised processing and has pursued a direct‑to‑consumer route to iterate quickly on product features. At the same time, it is fast‑tracking a B2B2C offering aimed at functional‑medicine clinicians, nutritionists, fertility specialists and GPs — a move intended to create referral pathways, clinician dashboards and tighter integration so results are available in real time rather than as static PDFs. The platform’s early model also involves manual GP review of every result for its first cohort to validate automated insights as clinical workflows scale.
- Paragraph 5 – [[1]](https://tech.eu/2025/08/12/corevitals-targets-the-next-frontier-in-preventative-health/), [[3]](https://www.corevitals.me/)

CoreVitals enters a crowded and well‑funded space of preventive diagnostics and personalised screening. Recent market moves include Swedish start‑up Neko Health’s $260m Series B to expand rapid AI‑assisted full‑body scans and clinic roll‑outs, and Swiss companies such as Aeon, which raised seed capital to combine whole‑body MRI, advanced biomarkers and genetics for multi‑condition risk profiling. UK digital‑health firm Numan also closed a significant funding round this year as it adds diagnostics to a broader subscription care model. Tech.eu quotes CoreVitals’ team as distinguishing their offering from “full‑body scan” experiences by emphasising continual tracking, deeper blood panels and an at‑home, longitudinal relationship rather than one‑off, in‑clinic assessments. These market peers underline both strong investor appetite for early‑detection technology and an industry debate about clinical validation, overdiagnosis and the best pathways to scale.
- Paragraph 6 – [[5]](https://techcrunch.com/2025/01/22/neko-the-body-scanning-startup-co-founded-by-spotifys-daniel-ek-snaps-up-260m-at-a-1-8b-valuation/), [[6]](https://www.eu-startups.com/2025/06/swiss-healthtech-startup-aeon-raises-e8-2-million-to-scale-its-ai-preventive-health-platform/), [[7]](https://tech.eu/2025/07/16/numan-secures-60m-to-scale-preventive-digital-health-platform/), [[1]](https://tech.eu/2025/08/12/corevitals-targets-the-next-frontier-in-preventative-health/)

Clinical validation and data provenance are the practical challenges that follow the pitch. Industry reporting on peer companies highlights the importance of clinician oversight, radiology review, and insurer partnerships to reduce false positives and create reimbursement pathways — issues Aeon has explicitly sought to address as it scales. CoreVitals acknowledges it lacks large native datasets in its infancy and is exploring how to augment early user data with public research cohorts; meanwhile, each result for early users is being human‑checked by a GP to ensure the platform’s automated commentary aligns with clinical judgement. The start‑up is building an advisory board and clinical team to buttress its analytic claims as it gathers longitudinal user data.
- Paragraph 7 – [[6]](https://www.eu-startups.com/2025/06/swiss-healthtech-startup-aeon-raises-e8-2-million-to-scale-its-ai-preventive-health-platform/), [[1]](https://tech.eu/2025/08/12/corevitals-targets-the-next-frontier-in-preventative-health/), [[3]](https://www.corevitals.me/)

The company also frames its product around accessibility and diversity of representation. CoreVitals says it is aiming for a broader demographic than the stereotypical affluent early adopter, noting particularly strong early interest from women tracking hormonal and metabolic markers and flagging the wider problem that much medical research under‑represents women and minorities. The team has set an ambitious target of enabling one million people to actively manage their long‑term health by 2030, positioning a lower‑price, subscription model as a route to scale beyond boutique, high‑cost scans. Whether that aspiration can be reconciled with clinical rigour, regulatory scrutiny and affordability remains an open question.
- Paragraph 8 – [[1]](https://tech.eu/2025/08/12/corevitals-targets-the-next-frontier-in-preventative-health/), [[3]](https://www.corevitals.me/)

As the market for preventative healthtech matures, the contours of success are becoming clearer: demonstrable clinical benefit, transparent validation, constructive engagement with existing healthcare providers and sustainable business models that avoid driving unnecessary interventions. CoreVitals’ emphasis on repeat testing, GP oversight and a professional‑facing B2B2C route speaks to a pragmatic path forward, but it will be judged against the sector’s bigger tests — can it reduce risk, improve outcomes, and do so without amplifying overdiagnosis? Industry precedent suggests partnerships with clinicians, payers and rigorous outcome studies will be decisive, even as consumers continue to demand more personalised, data‑driven routes to better health.
- Paragraph 9 – [[5]](https://techcrunch.com/2025/01/22/neko-the-body-scanning-startup-co-founded-by-spotifys-daniel-ek-snaps-up-260m-at-a-1-8b-valuation/), [[6]](https://www.eu-startups.com/2025/06/swiss-healthtech-startup-aeon-raises-e8-2-million-to-scale-its-ai-preventive-health-platform/), [[1]](https://tech.eu/2025/08/12/corevitals-targets-the-next-frontier-in-preventative-health/), [[4]](https://businesscloud.co.uk/news/uk-healthcare-app-set-to-allow-people-to-detect-risks-early/)

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## Bibliography

1. <https://tech.eu/2025/08/12/corevitals-targets-the-next-frontier-in-preventative-health/> - Please view link - unable to able to access data
2. <https://tech.eu/2025/08/12/corevitals-targets-the-next-frontier-in-preventative-health/> - Tech.eu profiles CoreVitals, a London health‑tech startup offering biannual testing across over one hundred blood biomarkers to enable proactive, personalised preventative care. The piece outlines the company’s strategy to make functional medicine–level insights more accessible, emphasising longitudinal tracking rather than one‑off tests, and quotes Millie O’Brien on avoiding consumer testing biases. It describes founders Adil Mohammed and Dr Nitin Shori, links CoreVitals to GetScanned and Elevate, and situates the startup within a growing preventive health market citing peers such as Neko Health, Aeon and Numan. The article discusses NHS bottlenecks, lab partnerships, B2B2C plans and early user feedback and education.
3. <https://www.corevitals.me/> - CoreVitals’ official website describes a preventive health membership delivering two in‑depth blood tests a year, analysing more than 100 biomarkers across cardiovascular, metabolic, hormonal, liver, kidney and immune systems. It emphasises actionable, GP‑reviewed results with 1:1 nutritionist support, longitudinal tracking via an app, and partnerships with accredited laboratories. The site lists conditions covered, explains the twice‑yearly testing cadence, and states pricing and membership benefits. CoreVitals presents itself as a clinically informed alternative to single, ad‑hoc blood tests, designed by clinicians and functional medicine specialists to help users monitor changes over time and optimise longevity, energy and performance with clinical oversight.
4. <https://businesscloud.co.uk/news/uk-healthcare-app-set-to-allow-people-to-detect-risks-early/> - BusinessCloud reports on Elevate and its connection to Get Scanned, describing Elevate as a premium subscription service offering advanced body scanning, personalised risk scores and physician consultations. The article names Adil Mohammed as founder and highlights access to MRI facilities and a founding members waitlist. It outlines Elevate’s ambition to enable early detection and prevention through integrated scans and genetic insights, emphasising clinical expertise and membership benefits. The piece notes rapid pre‑seed interest, plans for personalised doctor support, and positions Elevate within a broader consumer shift towards proactive, data‑driven healthcare outside traditional NHS pathways and iterative product development for users.
5. <https://techcrunch.com/2025/01/22/neko-the-body-scanning-startup-co-founded-by-spotifys-daniel-ek-snaps-up-260m-at-a-1-8b-valuation/> - TechCrunch covers Neko Health’s $260 million Series B, detailing the Swedish startup co‑founded by Daniel Ek that offers rapid, AI‑assisted full‑body scans mapping millions of data points for early disease detection. The article reports clinic launches in Stockholm and London, ten thousand completed scans and a waitlist exceeding 100,000, and notes investor participation led by Lightspeed Venture Partners among others. It explains Neko’s ambition to provide comprehensive, consumer‑facing preventive scans, the planned U.S. expansion, and commentary on demand for alternative diagnostic pathways as healthcare systems face capacity challenges, while highlighting debates around overdiagnosis, clinical validation and regulatory considerations globally.
6. <https://www.eu-startups.com/2025/06/swiss-healthtech-startup-aeon-raises-e8-2-million-to-scale-its-ai-preventive-health-platform/> - EU‑Startups reports that Swiss healthtech Aeon closed a €8.2 million seed round in June 2025 to scale an AI‑powered preventive health platform combining whole‑body MRI, advanced blood biomarkers and genetic testing. The article describes Aeon’s mission to reduce false positives, generate personalised risk profiles across more than 500 conditions, and provide clinician‑reviewed reports and radiologist consultations. It notes investors such as Concentric and plans to expand across Switzerland, Germany and the UK while partnering with insurers. Aeon emphasises clinical validation, insurer reimbursement pathways, and the integration of multimodal data to improve early detection and reduce unnecessary interventions and scale operations.
7. <https://tech.eu/2025/07/16/numan-secures-60m-to-scale-preventive-digital-health-platform/> - Tech.eu reports that UK digital health company Numan raised $60 million in July 2025 to expand preventive services beyond men’s health and accelerate its care platform. The piece explains the funding comprises equity led by Big Pi Ventures plus growth capital, enabling expansion into female health, enhanced screening, diagnostics and AI‑driven preventive programmes. Numan’s model combines clinical guidance, medication, behavioural coaching and diagnostics in a subscription service, serving hundreds of thousands of patients and driving revenue growth. The article highlights plans to scale internationally, invest in technology and grow partnerships with employers and insurers to broaden access to preventive healthcare.