Get Blue

PRESS KIT / NOVEMBER 2026

Get Blue Press Kit

Fact sheet and founder bios for the Nov. 9, 2026 launch.

FACT SHEET

Get Blue at a glance

COMPANY	Get Blue
WHAT IT IS	Get Blue is an adaptive health and longevity platform that connects members' habits and biomarkers into one clear picture. Blue, each member's AI coach, turns wearable data, lab results and daily habits into a personal protocol that adjusts as new information comes in, and every member works one-on-one with a dedicated coach.
MISSION	Give people more time in their day and life.
TAGLINE	Clarity today. Longevity tomorrow.
LAUNCH DATE	Nov. 9, 2026
HEADQUARTERS	Palo Alto, Calif.
FOUNDERS	Phil Wagner, M.D., CEO and co-founder Claudius Conrad, M.D., Ph.D., co-founder Rand Currier, co-founder
MEMBERSHIP	Available at getblue.com/start-today
WEBSITE	getblue.com
MEDIA CONTACT	press@getblue.com

HOW IT WORKS

Coaching first, technology behind it

ELITE COACHING	Each month, members meet one-on-one with an elite performance coach in a live session. Before each session, the coach reviews the member's data and obstacles, so time together goes straight to sharpening the protocol.
BLUE	An intelligent AI coach that continuously analyzes member data, adjusting the protocol as new information comes in. Blue delivers a Daily Brief each morning with a single key insight and actionable next step.
BIOMAP	Connects wearable data, nutritional intake, lab results and daily habits to show each member and their coach which habits are working and which are not.

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PRIVACY	Member data is never sold or shared, and members control what they connect.