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Executive Summary

The US healthcare system exists today in a state of crisis.

Across the country, the debate is raging. Different solutions are ventured, across party lines and dinner tables, in cafes and hospital waiting rooms. But no single solution seems to hold all the answers.

Health care in this country is becoming more and more expensive. As costs rise, even the barest minimum of care is increasingly beyond the reach of working class families—never mind the underprivileged, or those on fixed incomes.

But the American healthcare crisis is also one of quality. Chronic diseases are increasing in frequency and duration in this country, and modern medicine—so adept at “heroic” interventions—often lacks effective therapies for addressing these increasingly common illnesses.

Politicians offer differing solutions, but these solutions are all political in nature, and all fall far short of the ultimate goal: effective and affordable healthcare for all Americans.

Some propose to keep the system much as it is today, with a system largely based on what have become quite ruthless market forces. These market forces tend to prosper off of individuals who pay into the health insurance system without using its services—and by finding loopholes to deny coverage to those in their hour of need.

Other plans call for a “universal” or “national” health insurance plan. This is a fine ideal, but one which would almost certainly perpetuate a major failing of the current government health insurance plan known as Medicare, and a major reason that system does not work: government healthcare policy is in large part dictated by corporate players within the field of medicine.

In order to address this crisis, what we need is an entirely new approach to health care, and one which steps “outside the box” of our current thinking.

That change is the CHM Proposal.

It begins with Healthy Medicine. Healthy Medicine is nothing less than the fundamental transformation of the US health care system to a fully Integrative Medicine model. Currently, the US healthcare system is hamstrung by its almost exclusive reliance on conventional or allopathic medicine, defined largely by expensive surgeries and pharmaceutical drugs—neither of which are effective in addressing chronic illnesses, and both of which serve to drive up the cost of healthcare.

Integrative medicine, on the other hand, makes use of allopathic/conventional medicine where and when appropriate, but opens the field to include those models of healing from

throughout the world such as massage, herbalism, acupuncture, chiropractic, homeopathy, and energy medicine. These inexpensive and almost entirely benign therapies have proven remarkably effective in addressing chronic illnesses, both in terms of prevention and treatment. Hence the title: Healthy Medicine.

The Center for Healthy Medicine plan is a bold one. It calls for sweeping changes in three major areas, in order to address the entire scope of the current crisis:

- **New economic organizations in the field of health care, called Healthy Medicine Associations.** The Healthy Medicine Association is a collaborative economic structure composed of healthcare providers, employers, individuals and families that goes well beyond both private insurance or government plans. It's a model in which members gain freedom of choice in their health care in return for personal responsibility in terms of diet and lifestyle. Instead of the current private and governmental models that dictate policy from the top down and require little in the way of either personal responsibility or corporate ethics, these Associations will be meeting places where patients and families, practitioners across the health care spectrum, businesses and government representatives alike can forge new agreements on costs, type of care, and mutual responsibilities.
- **A massively funded public information campaign aimed at educating the American public regarding healthcare costs and alternatives.** These educational programs, described in the CHM National Education Plan, will also provide the public with unbiased information from around the world regarding the underlying causes of chronic illnesses in today's toxic world, and on the diagnostic and therapeutic modalities (both ancient and modern) that have proven effective in addressing them. This is a key component of the CHM plan. Healthy Medicine Associations, as outlined above, can help to create a democratic structure in healthcare, but no democracy can succeed without citizens who are informed regarding their choices and therefore empowered to make meaningful decisions.
- **New prototype hospitals and clinics, along with Centers of Excellence in specific areas such as Cardiovascular Disease, Neurological Conditions, and Cancer.** These facilities will serve as centers for clinical services, medical research and public education, replacing the current, highly fragmented model of each. These centers, described in the section on Healthy Medicine Programs, are designed to attract creative people moved by the spirit of service, and to become the living communities around which organic farms, healthy buildings, and living local economies will develop.

These three branches of the CHM proposal, acting in concert, have the power to catalyze fundamental change at every level in the US health care system. Driven neither by government or business, but rather by the nonprofit sector, the Center for Healthy Medicine is poised to act as a third force in US healthcare, acting for the good of all Americans in creating effective, affordable care.

In the pages that follow, we will explain the basis of the Center for Healthy Medicine and Healthy Medicine in general. We will also address each of the elements of Healthy Medicine and cite examples of where each may or may not be specifically appropriate. We will discuss the organizational structure required to enact Healthy Medicine on a scale large enough to be viable and to succeed over time, and detail the budget required to initiate this plan.

It is our intent, with the funding of this proposal, to establish the initial organizational structures outlined in this plan immediately, and to have them up and running within six months of inception. The remaining centers and staff positions will be phased in within 18 months of inception, but will continue to grow in accordance with interest and participation in the Healthy Medicine model across the country.

We believe that Healthy Medicine and the Center for Healthy Medicine is the answer to the current US healthcare crisis. With careful management and proper planning, it may well prove the method of choice for healthcare across the global spectrum, as well.

Healthy Medicine

The Challenge Today

We are faced today with rising medical costs and medical bankruptcies, large increases in chronic and debilitating illnesses, an economy verging on recession, pensions and other retirement and health benefits disappearing, median incomes flattening, and mounting personal and governmental debt. As a result, the social and economic fabric of the United States is shredding.

A “sickness care system” has been growing in the US over the past hundred years. This system has evolved into something that is dangerously broken and in need of major overhaul. Many people, from millions of ordinary citizens to many practitioners to some in government and the medical industry, are aware of this reality. There is a growing awareness that our health care system, as it is currently constituted, does not lead to greater health for most people, while leaving a growing number of people in severe financial straits and limiting the competitiveness of American business.

It is estimated that one of every five dollars that will be spent in the United States in the next decade will be on health care. This will include a rise in both out-of-pocket costs for most people and a rise in insurance premiums and government program costs. This is an unsustainable level of spending on services that are widely agreed upon to provide a lower quality of health care for most Americans than the medical programs in many other Western countries. It is time to make significant changes.

What is Healthy Medicine?

Healthy Medicine is defined as the comprehensive emerging model of health care that is slowly taking shape today. It is a three-fold model that fully integrates CAM (Complementary/Alternative Medicine), Energy Medicine, and mainstream Allopathic Medicine into one coherent whole. In this emerging model, all practitioners in these three areas cooperate in an inclusive and tolerant spirit to fully manifest effective medicine in diagnosis, treatment, and prevention. This full integration will greatly decrease the need for prescription drugs as a first choice while lowering the high cost burden of surgical and other “heroic” medical interventions on the scale being practiced today.

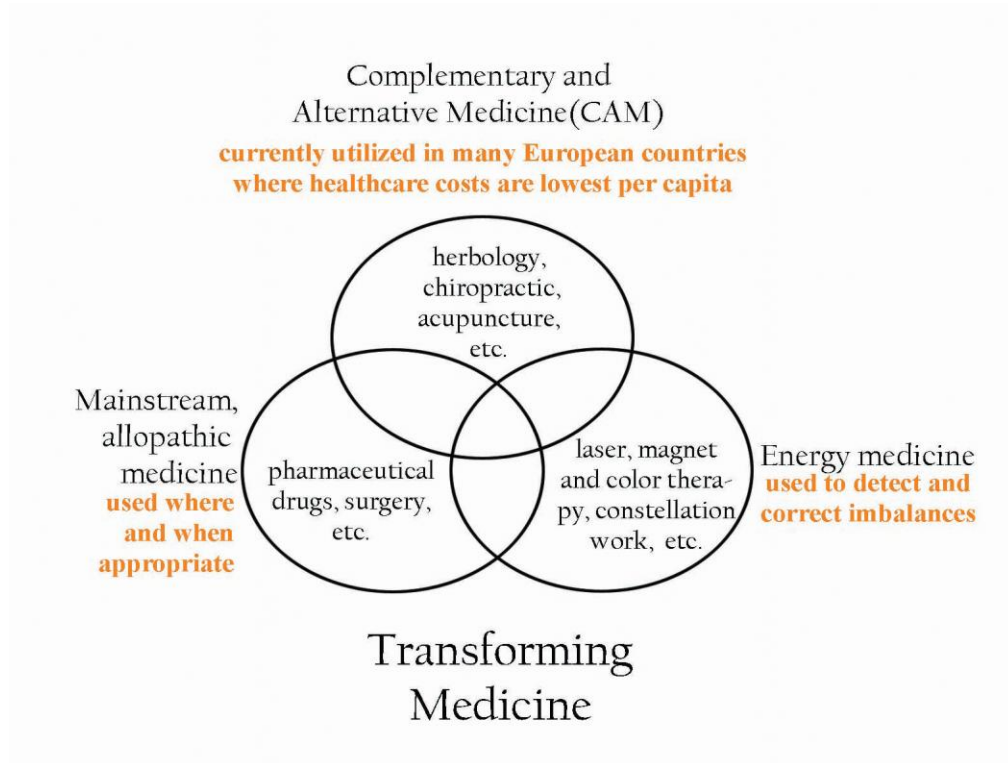
The intent of the CHM is to support the ongoing emergence of complementary/alternative medicine in America, in tandem with and integrated into the current allopathic practice in medical clinics and hospitals. Public and professional acceptance of CAM has been gaining momentum in this country over the last ten to fifteen years and continues to grow, as evidenced by the following trends:

1. The growth of programs in integrative medicine at a number of highly regarded national universities, such as Duke, the University of Arizona, and the University of Southern California. Though limited in scope, these programs have in many ways been the vanguard of the movement towards bringing integrative medicine into the mainstream.
2. The formation of major national organizations such as the American Academy for Advancement in Medicine, the American Holistic Medicine Association, the American Association of Integrative Medicine, the American Association of Naturopathic Physicians, and many more.
3. The growing list of subscribers and contributors to peer-reviewed journals such as *Alternative Therapies* and magazines such as *The Townsend Letter* and *Explore! for the Professional*. These publications regularly publish studies and documented clinical approaches in complementary/alternative and energy medicine.
4. The publication of groundbreaking articles in mainstream medical journals, newspapers and magazines, such as those by Dr. David Eisenberg, Associate Professor of Medicine at Harvard University, in the *New England Journal of Medicine* in 1993, updated several years ago. These articles by Dr. Eisenberg revealed the mainstream acceptance of and market for alternative and complementary medicine in America.
5. The formation of private foundations, such as the Bravewell Collaborative, which share many of the same goals and directions as the Center for Healthy Medicine. Bravewell has recently formed a clinical network of eight leading integrative medical centers across the United States.
6. Overwhelming public interest in and acceptance of the work of such respected professionals as Andrew Weil, M.D., Deepak Chopra, M.D., Bernie Siegel, M.D., and Dean Ornish, M.D. These and many other lesser known individuals who number in the hundreds are currently doing highly respected and groundbreaking work in complementary and alternative medicine.

It is the intent of the CHM to work closely with those individuals and collaborative efforts described above, helping to coordinate the efforts of these integrative medical centers, professional CAM journals, and other like-minded nonprofit organizations and foundations, in order to help take the integrative medicine movement to the next level. The CHM recognizes that the great work of these centers and organizations needs new vehicles of expression and dispersion in order to become fully accessible and affordable to the average American, and to gain complete acceptance by the mainstream medical community.

The CHM proposes to be a major agent of change to support this fundamental shift on multiple and synchronistic levels. The CHM seeks to support the emergence of clinics, hospitals, educational and research facilities that offer a comprehensive and integrative

approach to health care under a synthesis of CAM (Complementary and Alternative medicine), Energy Medicine and Allopathic Medicine. This synthesis of Healthy Medicine and its collaborative model is the key to a health care system that is effective and affordable. This model is embodied in the diagram, Transforming Medicine, below.



Why do we need Healthy Medicine?

Establishing Healthy Medicine as the primary form of health care in the USA—and providing membership-based, inclusive new economic structures for its embodiment—will ensure both effective and affordable health care for all Americans, with a new social contract embodied in the principles of mutual responsibility, self-governance and transparent accounting. The CHM offers a comprehensive plan that is fully capable of being realized, a plan that will overhaul the practice of medicine as it is commonly accepted and the economics of health care that excludes so many today.

The ways in which the CHM plan will serve to take the CAM movement to this next level (in conjunction with the main avenues of the CHM national plan) are as follows:

1. Education: This involves a national plan through various avenues of media to foster increased public awareness of the effectiveness and affordability of integrative medicine and what it means for individuals, businesses, and government. The reality in 2007 is that the work of university-based integrative medical centers, publications like those listed above, and thousands of small practices and clinics, is still well outside the mainstream of care for many Americans.

2. **Programs and Non-Profit Networks:** These will strengthen and support the efforts of integrative medical centers on a national basis by pioneering new approaches to effective research, clinical results and education. The CHM Programs will be free of the sometimes restrictive influences that medical decision-making bodies exert at major university centers, despite their emphasis on integrative medicine. Under this more expansive context, the CHM Programs for Excellence will explore cutting-edge new approaches to health and healing from all over the world, greatly enhancing the acceptance and dispersion of Healthy Medicine practices and principles throughout the United States.
3. **New Economic Collaborations (Healthy Medicine Associations):** these are the vehicle of a new financial consciousness in health care. Without the establishment of such organizations and the principles they represent (financial transparency, mutual responsibility, self-reliance, freedom of choice, decentralized and local health care), the vast majority of Americans will remain unable to afford integrative medicine, no matter how well-publicized and popular it becomes. This is a key component of the Center for Healthy Medicine plan.

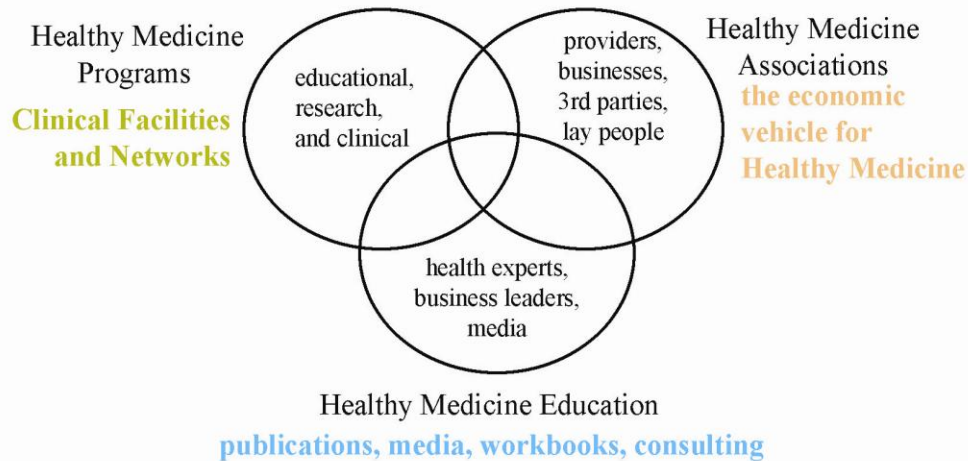
Mission

The mission of the Center for Healthy Medicine (CHM) is to provide comprehensive educational and consulting support to the general public, employers, health care professionals, and elected officials in creating an effective and affordable U.S. health care system. The CHM will offer its services as an umbrella organization for a growing community of people nationwide who are seeking or practicing an alternative to our current health care system (based on “care of the sick” and increasingly driven by profit and a consumer mindset.) Towards that end, the CHM offers educational and other support services to individuals and groups working to transform the healthcare system and/or create new forms of living economies with the power to improve public health. This transformation will help to restore public faith in medicine as a sacred, healing art and support people in all ways in their capacity to heal.

Creating Healthy Medicine

To create the above three-fold model of Healthy Medicine and make it available to all Americans, considerable effort will be required. There is much resistance to this emerging model, for reasons too numerous to explore here in detail. In order to expedite the process, the Center for Healthy Medicine will focus on three major areas. These are described in the diagram below, Transforming Healthcare, and followed by more detailed descriptions.

Transforming Healthcare



Healthy Medicine National Education

The CHM plan focuses heavily on education. Without a deep educational effort exposing many more Americans to the fundamental principles of Healthy Medicine, it will be much more difficult to create effective health care programs. Public education is needed both to bring people onboard in changing their lifestyles and to influence our health care institutions to move out of their current inertia and limited scope of care.

There currently exists a great discrepancy between the way that CAM/Integrative Medicine is treated in European media and government health programs as opposed to those within the United States. The CHM National Education program will help to highlight those discrepancies so members of the public will be better equipped to make meaningful decisions about their options when it comes to health care. A more detailed article on this subject is available on the CHM website (www.healthymedicine.org).

This educational program will distribute wide-ranging and comprehensive materials and programs to inform the general public, the professional world, businesses at every level, and governmental sectors in the United States. Educational mediums will include:

- Educational town-hall meetings in cities across the country
- Informative educational reports publicized in newspapers and magazines nationwide
- Appearances on many local radio and television shows, and other broad-based media efforts
- Workbooks to support local communities and health care institutions in making the transition to Healthy Medicine

- Brochures and videos
- Educational and consulting teams for businesses, government, and community organizations
- Monthly e-newsletters
- *Healthy Medicine*, a national quarterly magazine

Through these avenues, the CHM will serve as a catalyst and consistent presence supporting all Americans in developing the ability to recognize and discern effective, meaningful approaches to health and well-being. These various programs are intended to provide a comprehensive educational format for the transformation of American health care.

Healthy Medicine Programs

These programs are the heart of Healthy Medicine. This heart is already emerging and beating strong in America through the growth of complementary/alternative medicine and energy medicine, both of which are slowly making their way into mainstream. The CHM will support the acceleration of this emergence in two ways—first, by funding a collaborative network of not-for-profit strategic alliances and partnerships in Healthy Medicine. (These will include already existing initiatives that share the spirit of Healthy Medicine.) Secondly, CHM will engineer the construction and manifestation of new frameworks, such as:

- Hospitals and Clinical Facilities
- Centers of Excellence:
 - Cancer
 - Pediatric
 - Energy Medicine
 - Neurological Conditions
 - Cardiovascular Disease
- Collaborative Network of Alliances and Partnerships
- Mobile Community Vans

These programs have been extensively researched and planned in ongoing dialogues with many national representatives and professionals. A brief description of some of these programs is provided under the Description of Programs and Products. A business plan for each of these programs has been developed or is in progress, and is available for serious inquiries.

Healthy Medicine Associations

Healthy Medicine Associations are the innovative, grassroots organizations that will provide the economic basis for Healthy Medicine in America. They are membership-based, somewhat in the style of boutique medical models, but exceeding the latter in fundamental ways. These associations are composed of partnerships or cooperative collaborations between patients, providers, employers and third parties that redefine and transform the traditional patient-healthcare provider contract. The purpose of HMA's is to restore local democracy in healthcare.

HMA's are the new economic initiatives that will provide a sound economic framework for affordable health care in this country. These Associations will move us away from the current ineffective and wasteful economic arrangements in both private insurance and government programs, and towards a third or middle path in the nonprofit sector. These new forms of health economy will make Healthy Medicine affordable and establish fair prices for healthcare while ensuring a good, living wage for those who work within this framework of medicine. They will also require a level of responsibility and accountability for all parties involved. These Healthy Medicine Associations will take on different forms, depending on geographic locale, potential business alliances, and supportive government programs. They will be locally based and nationally interconnected.

At the heart of these associations is the commitment to corporate social responsibility, not only in the socially-conscious way that healthcare is envisioned and delivered, but also in transparent accounting practices and financial reporting, ensuring that HMA records are publicly available at all times. Healthy Medicine Associations will be rolled-out in five cities nationally (currently under consideration) where there is already a network of healthcare professionals that understand and support the concept of Healthy Medicine. In addition to the professional base, all cities under consideration also currently offer or are working to offer some form of alternative healthcare option – i.e. there is an emergent consciousness about the need for change in the current delivery of healthcare. With respect to creating demand, cities will be chosen based on their potential for promotion and acceptance of the Healthy Medicine model amongst the local population.

There are a number of already existing efforts nationally to form such associations. The CHM will help to support and coordinate these efforts so that together they evolve into a new effective and affordable economic form of health care.

Programs and Products: A Three-Tiered Approach

Healthy Medicine National Education

1. Educational Town-Hall Meetings

The CHM plans to facilitate dialogue on all levels throughout the United States. This may take the form of community gatherings, radio talk shows, other approaches like live podcasts, as well as gatherings of employers and business leaders in different areas of the country. As the healthcare crisis intensifies, it will be necessary to resurrect the practice of local democracy and community dialogue, and the CHM will be help to serve this process.

2. Travel Expenses

Travel expenses are those of the CHM staff and employees or consultants to get to different cities and introduce the concepts, ideas, and practice of Healthy Medicine and HMA's at town meetings, local businesses, and government officials.

3. Educational Articles/Public Awareness Programs

Through a concerted publicity campaign aimed at the printed media, the CHM will bring before the general public up-to-date information and research on the wealth of applications in complementary/alternative and energy medicine that have benefited the lives of so many all over the world. The media today is for the most part dominated by the pharmaceutical perspective of medicine. For the public to make informed decisions, it will be necessary to present quality research and perspectives in health and healing that do not contain any hidden agendas or promote any products.

Print advertising (including major national newspapers and magazines), digital media, podcasts, email newsletter, plus a nationally syndicated radio show

A) Magazine, News and Website Ads

This includes CHM ads that will be taken out in local and national newspapers, magazines and popular websites to educate the public about Healthy Medicine, HMA's, upcoming local meetings, publications, and the like.

B) Radio and Television and public service announcements

Radio and Television spots will advertise key principles of Healthy Medicine that the public may not be aware of, such as making healthy food choices, or the importance of looking for the source of an illness as opposed to only treating the symptoms.

Educational PSA's will provide information on the state of health care today and the principles of Healthy Medicine so many are already integrating into their lives. It is time to take this work from specific programs aired by select networks (such as Dr. Andrew Weil's various specials on PBS) into the mainstream media through short, educational messages people will hear on the way to work and in other aspects of their daily lives. The repetition of these educational and imaginative messages on a variety of national networks will help the general public to wake up from fear-based thinking in health care. They will not promote any products or specific services of practitioners. This part of the plan will be instituted in the first year.

C) Podcasts

These taped radio shows, with no product sponsors, will feature interviews with key people in the emerging national network of collaboration that is Healthy Medicine. People will be able to retrieve and listen to these podcasts at any time from www.HealthyMedicine.org. This part of the plan will be instituted in the first year.

D) Email newsletter

This free email newsletter will be comparable to that of *mercola.com* and others, with the exception that it will not feature advertising or sell products. It will serve to educate people in the emerging field of Healthy Medicine (the synthesis of complementary medicine, energy medicine, and regular allopathic medicine), and also provide readers with news of how this interlocking network of practitioner/patient/business collaborations is progressing nationally, and what the reader can do to support these healthy developments in their own area. This email newsletter will begin once a month and eventually progress to every other week.

E) Healthy Medicine weekly radio show (nationally syndicated)

This will be a syndicated weekly radio show hosted by the CHM. Dr. Zieve will moderate this show, which will present various aspects of the current health care crisis affecting the lives of so many people nationwide, but which for the most part is kept hidden by the mainstream media. Guests each week will elucidate the principles of Healthy Medicine as they are practicing them, while other guests will discuss how we can change the fundamental economic structures of health care delivery to individuals and families, businesses and their employees, as well as government workers and retirees. This regular weekly show will provide a depth of dialogue that is currently lacking in health care coverage today.

4. Brochures, Workbooks and Educational Materials.

This will be a concerted effort nationally in many locales by the CHM. It entails first of all putting together a number of brochures to bring the educational purpose of the CHM to the public. These will include brochures on Healthy Medicine, Healthy Medicine Associations, and a number of brochures on health related topics. Comprehensive workbooks and CDs for all participants throughout the country will be available in this development effort.

5. *Healthy Medicine*, a national quarterly magazine.

This comprehensive national magazine will focus on issues, developments and solutions world-wide in the emerging field of Healthy Medicine. Production will likely not be started until the second year of operations.

6. CHM Video

The CHM will produce an array of CD's and DVD's for public, business, and governmental education. This will involve renting studios and hiring personnel for these purposes, as well as equipment.

Healthy Medicine Programs

1. Hospitals and Clinical Facilities

As part of its nonprofit mission, the CHM will build and/or will collaborate with partners nationally in building small hospitals that practice the basic principles of Healthy Medicine. These centers will feature a full integration of the three central areas of Healthy Medicine: Complementary/Alternative, Energy Medicine, and conventional Allopathic Medicine. Additionally, through its growing network of Healthy Medicine Association offices in cities nationwide, the CHM will collaborate with local practitioners in educating the general public on the application of many innovative therapies in complementary and energy medicine. These will include magnetic field therapies, hyperbaric oxygen, VIBE machines, and other devices which, when applied in clinical settings, will improve the health and well being of a large number of Americans.

These small hospitals will be local and individualized, depending on the people involved and the circumstances and natural environments in which they are constructed. They will not be the sterile hospitals of today's medicine. They will deeply integrate such principles as feng shui, energy dynamics, light and sound, and other subtle dynamics that will inspire all those within them towards the depths of healing. Unlike some of the present-day medical institutions that also apply these principles, but are still ruled by the financial bottom line (and are still practicing fear-based medicine in complex private insurance and/or governmental programs that almost exclusively fund drug and surgically-based medicine) CHM hospitals and clinical settings will from the beginning apply the principles and integrative approaches embodied in the twin diagrams, *Transforming Medicine* and *Transforming Health Care*.

The CHM envisions there will initially be five small hospitals created as national prototypes. These will not be hospitals as we know them now, but rather 30-40 bed facilities based on Healthy Medicine and Associative Economics. They will have extensive gardens and structures created using ecological, healthy design principles and will pay a living wage to all they employ. Additionally, there will be an auditorium with classrooms, walking gardens, guest cottages, theatre and arts rooms, and an organic/biodynamic farm at each Center. These will become new centers of learning and living in a growing number of locations nationally.

We have had ongoing discussions with Susan Parenti and Patch Adams, M.D., of the Gesundheit Institute, concerning what forms these locally-based hospitals would take. The CHM intends to work actively with Dr. Adams and his collaborative team (as well as with many others) in developing a uniquely effective and replicable model for care. The idea here is to reclaim the word “hospital” from what it has become—a place many people fear, a place that can send the average person into bankruptcy, a place in which employees are overworked and highly stressed—to a place everyone looks forward to visiting, working or being cared for within. Such hospitals of the future will not be the big moneymakers for the “sickness care” industry we have at present, but will generate a higher quality of life and be a place that people want to stay rather than leave. The time to do this is now.

These newly emerging hospitals will be part of a greater whole that will develop in each area: hospital, farm, educational center, business center, and so forth. They will be, in the words of Ms. Parenti, “places of nesting” where people are given spaces to heal and regenerate their lives and work.

The CHM does not intend, as do other current plans, to open new clinics all over the country. Rather, it seeks to support the many qualified practitioners currently practicing CAM, energy medicine, and allopathic medicine to collaborate inclusively in existing facilities, and to create a new economic model for the success of these efforts (see Healthy Medicine Associations, below).

This effort by the CHM is part of a larger effort to support the return of the small town hospital and expanded local clinics in America. However, whereas before these were limited in what they could offer and were strictly allopathically oriented, the need now is a Healthy Medicine clinical and economic model as portrayed in this Prospectus. The CHM is also supporting an expansion of local clinics that are based upon the Healthy Medicine clinical and economic model.

2. Centers of Excellence

The Center for Healthy Medicine is currently coordinating its efforts with a number of highly qualified teachers nationally and internationally, including Donald J. Yance, CN, MH (AHG), Clinical Herbalist and Certified Nutritionist; Dwight McKee, MD, oncologist; Dickson Thom, DDS, ND, professor at National College of Naturopathic Medicine, Portland, OR), Patch Adams, MD, and many others. For serious inquiries, the CHM will provide a comprehensive prospectus on each major participant organization.

- Cancer

Cancer is our number one killer in the United States. The diagnosis and treatment of cancer has largely been limited to pharmaceuticals, surgery, and radiation. The success of these three types of treatment is very limited except in a few uncommon forms of cancer. Cancer has become a major national industry. This industry does not provide us with the depth of support to heal.

While there is incremental movement in modern medicine towards integrating integrative medicine modalities, this incremental movement is very laborious and expensive, and is often limited to those therapies which do not threaten the fixed practice in oncology of using only pharmaceuticals, surgery and radiation.

It is time for an overhaul of cancer care in the USA. There are numerous gifted practitioners of complementary/alternative and energy medicine who are having success in treating many forms of cancer. Sometimes this involves integrating with conventional medical therapies.

The CHM proposes, as part of its Centers of Excellence, to support the development of a new type of cancer center in the United States. It will be a fully integrative care center, with open-minded practitioners and researchers, learning how to combine the best forms of therapy for each patient and each type of cancer. This center will serve as a central teaching facility for practitioners nationwide to offer both in-person and on-line training. For serious inquiries, the CHM will provide a comprehensive prospectus from the Mederi Foundation.

Mederi Center of Excellence in Cancer Education, Research, and Clinical Programs

According to different reports, cancer is either the number one or number two killer in the USA. The number of people who develop cancer is expected to be one in two by the year 2020.

This is true in spite of billions of dollars spent over the last 35 years in the War on Cancer. Currently, almost all cancer treatments are based on allopathic programs utilizing pharmaceutical chemotherapy drugs, surgery, and radiation. Experience has shown today that except for a very few forms of cancer, this approach in and of itself has

been an abysmal failure. There is much that has developed in the field of alternative or complementary medicine in cancer, and there is much hard clinical evidence that these approaches are often as effective, or more effective than that of mainstream allopathic medicine. (See appendix #, Use of Complementary and Alternative Medicine in Cancer Patients: a European Survey, *Annals of Oncology Advance Access*, 2005.)

There is also a third approach that has developed over the past 20 some years. The Mederi Foundation has developed a plan for a Pilot Study Comparing Standard of Care with Individualized Integrative Intervention (ETMS) in Patients with Metastatic Breast Cancer. The funding of this effort is an important first step in the transformation of cancer care in America. This pilot study, when funded, will be held at the UCSF Osher Cancer Center in San Francisco. The outcomes of this study will almost certainly demonstrate that the ETMS approach, developed by Donald Yance, will demonstrate its effectiveness in cancer care and become the standard of care in cancer in America. Positive outcomes for this pilot study will lead to a multicenter study involving UCSF, UCLA, and MD Anderson Cancer Center. This pilot study has been developed out of the clinical experience and research of Donnie Yance and Dwight McKee, M.D.

With the level of poor long term outcomes in conventional cancer medicine, and with the rising costs of cancer care today, it is imperative that this pilot study be funded, in order to lead to the transformation of cancer care in America into a more effective and affordable approach.

As part of its mission in furthering health care education, The Center for Healthy Medicine will collaborate with the Mederi Foundation in securing funding for this very important pilot study, as part of its devotion to the improvement of cancer care in America.

- Energy Medicine

Dr. Mehmet Oz, a nationally known cardiovascular surgeon who has appeared on the Oprah Show several times, recently said the following: “Alternative medicines deal with the body's energy—something that traditional Western medicine generally does not. We're beginning now to understand things that we know in our hearts are true but we could never measure. As we get better at understanding how little we know about the body, we begin to realize that the next big frontier ... in medicine is energy medicine.”

The CHM recognizes this need to open up the field of health care in the United States to the growing and increasingly effective field of energy medicine, and that doing so will serve to make American health care more effective and affordable. To accomplish this goal, the CHM will collaborate with our nonprofit partner, the Dove Health Alliance, in building a national network of Centers of Excellence in Energy Medicine These centers will be created and operated by the Dove Health Alliance, initially in California, and

eventually throughout the country. For serious inquiries, a comprehensive packet of information on the Dove Health Alliance is available from CHM upon request.

- Neurological Conditions

Chronic and debilitating neurological conditions are growing today at an alarming rate. This includes such conditions as autism, ADD and ADHD, depression, Multiple Sclerosis, Parkinson's Disease, Alzheimer's Disease, and many others.

The underlying causes of these conditions are numerous, and similar those at the root of a number of widespread chronic illnesses today. Neurological conditions are yet another area in which the mainstream model of care fails to address underlying causes, both in terms of prevention, treatment and accessibility of services.

The current, almost exclusively pharmaceutical approach falls far short of addressing the challenges posed by such complex neurological conditions. There are many excellent research and clinical approaches across the range of what is called Integrative Medicine today that do not depend on pharmaceutical drugs or therapies and have proven effective in addressing those shortcomings. There is also a wealth of practitioners utilizing these therapies in the United States who, if welcomed into a more expanded and tolerant medical economic system, would bring relief to many thousands of people in this country currently suffering from neurological disorders.

The Center for Healthy Medicine proposes, as part of its comprehensive plan to transform the US healthcare system, the establishment of a Center for Neurological Health as one of five national Centers of Excellence. These centers will be directed and operated by individuals highly knowledgeable in both medicine and business.

This Neurological Center of Excellence would serve as a clinical, research, and teaching facility national in scope. It will be funded from independent sources, to ensure impartiality with regard to therapies and modalities employed. One of the goals of the Center would be to attract a staff composed of some of the most pre-eminently knowledgeable individuals in the field.

- Cardiovascular Conditions

Many of the underlying causes of cardiovascular disease are the same as those that lead to other chronic diseases, as well: nutritional deficiencies of large magnitudes, toxicities (including those stemming from chemicals, heavy metals, and infections), unresolved brain trauma, unresolved psychological conflicts, electromagnetic fields, and others. The mainstream model of care is woefully deficient in addressing these underlying causes. We need effective programs for both cardiovascular disease prevention and treatment, and these therapies must be made available across the economic spectrum to all Americans.

Through the Center of Excellence in Cardiovascular Conditions, the Center for Healthy Medicine will also help to fund cutting-edge new therapies available for cardiovascular diseases, such as the large magnet therapies now being used in a handful of cities across the US. The Center for Healthy Medicine will also help facilitate the growing volume of research in cardiovascular disease.

3. Collaborative Network of Alliances and Partnerships

There are a growing number of nonprofits across America that are seeking funds for projects that, as CHM perceives them, will greatly benefit the health and well-being of all Americans if they become part of the greater reality of our lives. Therefore, the CHM's Business Plan includes a growing circle of these programs as allied projects in the national collaborative network of Healthy Medicine.

Our nonprofit partners and intended collaborative projects include:

- a. The efforts of the American Botanical Council to educate both the public and professionals as to the wealth of knowledge and experience in the applications of herbs in healing.
- b. The Dove Health Alliance, a California nonprofit with the vision of encouraging greater awareness and practice of the discipline of Energy Medicine through research, education, and practical application.
- c. The Mederi Foundation, dedicated to promote a wholistic, integrative approach to healing through associated education and clinical research programs with an emphasis on providing primary healthcare to those with cancer and chronic illnesses.
- d. Projects involving large magnetic field devices which have shown promising results in cardiovascular and neurological illnesses
- e. Studies being undertaken at medical centers on alternative approaches to cancer therapy

There are many national nonprofit organizations and programs of a similar nature seeking to promote a deeper integration of Healthy Medicine principles and practice into efforts that will create healthier local economies for the future.

Healthy Medicine Associations

Blueprint for Development

Healthy Medicine Associations (HMA's) are a collaborative network of practitioners and patients, employers and third parties under the Healthy Medicine method of delivery in healthcare. Members of HMA's will decide on fair and just prices for healthcare services and treatments, thereby establishing costs, benefits and responsibilities for all parties.

The purpose of the HMA is to restore local democracy in healthcare. At the heart of these associations is the commitment to corporate social responsibility, not only in the socially-conscious way that healthcare is envisioned and delivered, but also in transparent accounting practices and financial reporting, with financial records publicly available at all times.

The initial plan for HMA funding in the CHM plan, slated for 2008 to 2013, is to provide between \$500,000 and \$2 million to groups in each of the 50 states and Washington, DC. These funds will be designated as start-up funds for the vanguard of the Healthy Medicine Associations on a larger level. Initially, HMA's will take the form primarily of small groups of motivated citizens free to create their own locally-based model, taking into consideration state laws and regulations and operating within these parameters. Later Associations will further refine these models in order to create a viable collaborative economic structure for collaborative economics and freedom of choice in healthcare.

This approach in many ways is modeled after the efforts of Paul Glover, a community activist in Ithaca, NY, who founded the Ithaca Health Alliance, and has now gone on to found a similar organization in Philadelphia, PA, called Philahealthia. Mr. Glover will be a key figure in the establishment of the Healthy Medicine Association network.

Even with the benefit of such expertise, however, it will be difficult for Healthy Medicine Associations to develop as primary organizations for effective and affordable care without an intensive and coordinated effort towards affecting fundamental change in state and national insurance laws. This is why this Prospectus puts forth the necessary funding for:

- Capitalizing healthy medicine association plans in each state, with the goal of developing a national membership plan based on responsible stakeholders. This can gradually replace the stockholder-based private insurance plans and the complex, often disempowering bureaucracy associated with them.
- Consulting and professional fees aimed at affecting the needed legal and economic changes in each state's insurance laws, so that these Associations can become a primary economic vehicle for healthcare (see Part 2 of the Use of Funds Statement).

- Association offices across the country, to coordinate the CHM effort in establishing Healthy Medicine Associations throughout the country.

Healthy Medicine Associations will be rolled out initially in five US cities where networks of healthcare professionals exist that understand, support and are capable of directing the manifestation of an organization of this type. In addition to this type of professional base, cities will be selected on the basis of a demographic profile that supports the principles of the CHM—i.e., an emergent consciousness concerning the need for change in our current method of delivery in healthcare.

While all HMA's will have similar organizational offices as well as meeting and conference rooms, the model is expected to vary widely from one city to another. The local offices throughout the country will have a similar structure, but how these organizations grow and develop their own particular model of collaborative economics in health care will be determined by the people involved.

Start-up funds will be provided for each association. These funds will be earmarked for office leases, staff, supplies and equipment, as well as meeting/conference rooms and associated facilities.

HMA facilities will also serve as focal points in different communities for HM National Educational Programs aimed at supporting the fundamental changes in consciousness we will need in order to affect real change in health care and medicine. Local HMA's will also work actively to integrate the concepts of healthy buildings and healthy farms into an overall healthy lifestyle for both members and the local community. These meeting and videoconferencing rooms will serve as places of dialogue, listening and education for patients and families, as well as practitioners and employers, helping to restore personal faith and public trust in the practice of medicine.

To significantly improve the landscape of health care in America, Healthy Medicine Associations will require substantial funding in three major areas:

1. Healthy Medicine Association physical facilities, serving the three functions described above.
2. Consulting fees in the areas of business processes, economic forecasting, and legal support in the creation and proper deployment of the HMA model.
3. Initiating HMA collaborative cooperatives to serve as the template for a new type of "insurance company."

HMA Membership Plans

These membership plans will be collaborative associations that embody the ideas and principles central to Healthy Medicine:

- Mutual responsibility
- Freedom of choice in healthcare
- Inclusiveness of diagnostic and therapeutic approaches
- Cooperative economic decision-making
- Transparent accounting

The Center for Healthy Medicine will use its financial and human resources to provide education and guidance to individuals, families, businesses and government sectors, on the basics of healthy lifestyles, as well as how to provide the best health care and wages for everyone who makes the personal commitments and agreements inherent in Healthy Medicine.

Membership in the HMA's would provide the following health coverage:

- Catastrophic care when needed
- Healthy Medicine care
- Preventive care

Ongoing educational efforts will be aimed at raising awareness concerning the urgent need for a shift from our current medical care system to a system of Healthy Medicine. Participants who wish to be involved in the new Healthy Medicine organizations will be required to make specific commitments. Let us illustrate this point with an example that is common today.

If one develops chest pain, the first reaction is to go to the Emergency Department at a local allopathic hospital. From there, one is either given drugs and sent home, or is admitted for further tests. These tests may include treadmills, ultrasounds, CT Scans, and cardiac catheterizations.

In the new Healthy Medicine model, someone with chest pain would receive an EKG and lab tests to discern if he or she was in the midst of an acute myocardial infarction. Treatment decisions would include current allopathic modalities as well as effective complementary/alternative and energy medicine therapies. The underlying causes of the heart problem would be treated. The patient would also be required, as part of the HMA agreement, to make healthy lifestyle changes in diet and/or exercise and smoking cessation.

The important point here is that all patients in this new healthy medicine model will be able to trust that the type of help they need is available, that it will not bankrupt them, and that it will address underlying causes rather than just fixing immediate symptoms.

Participants will also have to do address their fears and expectations about health care. Much of this involves creating a climate of trust.

HMA's, in their very approach and configuration, will help to provide this trust. In return, the HMA will require active lifestyle changes on the part of participants if necessary, along with a basic sense of personal responsibility for one's own health and healing. It is the conclusion of the CHM that the great majority of people in the U.S., when offered this type of comprehensive care, will readily engage in the lifestyle changes they need to make in order to become well.

The CHM has been consulting with Paul Glover of Philadelphia, the founder of a locally-based health co-op plan in Philadelphia modeled on the Ithaca Health Alliance. Both the Ithaca and Philadelphia organizations are grassroots campaigns aimed at starting membership organizations for health care, similar to the concept of Healthy Medicine Associations. CHM intends to work closely with Mr. Glover and others to support the development of these types of plans nationally, and to work with individual state insurance boards to support these changes. We also will collaborate with those who founded and continue to administer the Ithaca Health Alliance in developing these much-needed plans throughout the United States in ways that meet local needs.

In summary, CHM will direct the creation of Healthy Medicine Associations nationally through:

- Leasing and staffing offices in five cities initially, with a projected expansion to over one hundred cities at the end of five years.
- Providing Healthy Medicine Association Guidebooks for individuals, businesses and community organizations in each city.
- Retaining legal/consultation services to ensure that HMA's comply with all local and/or federal regulatory requirements.

The CHM Foundational Framework

1. Consulting/Professional Services

In the interest of utilizing specific talents targeted at solving very intricate and complex issues, specialized areas of concentration will need to be obtained. The Center for Healthy Medicine is interested in obtaining highly experienced talent who will be able to handle the density of issues that CHM will demand. To that end, the CHM intends to hire highly capable expertise with significant background on less than a full time basis to cover the issues when they arise. We will seek professional expertise as needed on a project basis.

These will include attorneys, outside CPA's, writers, and researchers.

Organizational Flow Chart

Available upon request.