

*INTRODUCING
DR. ESSELSTYN AND
PATIENT VALUE LLC*

**REVERSE, STOP AND PREVENT
MANY 80/20 CHRONIC DISEASES
BY TREATING THE CAUSE WITH
PLANT BASED CUISINE**

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PASSWORD: plants

PatientValue

KEY CONCEPTS

REVERSING, STOPPING AND PREVENTING CERTAIN 80/20 CHRONIC DISEASES WITH A PLANT BASED PROGRAM -- FOR LIFE



Most assume it is impossible to reverse or stop heart disease, hypertension, diabetes, obesity and many other chronic diseases that 20% have that account for about 80% of costs (80/20 Rule).



The great new science and clinical practice news for patients and payers is that often heart and many other chronic diseases can be reversed or stopped by treating the cause with **plant based cuisine – quickly**



"This new plant based cuisine option..."
Pres. Bill Clinton explains "has been led by Dr. Caldwell Esselstyn at the Cleveland Clinic, Dean Ornish, doctors Colin and Thomas Campbell, who wrote the China study and a handful of others.

Dr. Esselstyn works with Patient Value focusing on reversing and stopping those **20%** or so with heart disease, hypertension, diabetes, obesity and certain other chronic diseases by changing to plant – based cuisine (see bios in appendix).

Our focus is for their life and as long as they're covered by your health plan. Common treatments like bypasses, stents and medication do not treat the cause and too often must be repeated. The cost savings are potentially huge over the covered persons life time.

THE IMPACT

CONSIDER THE COST OF SOME OF THE MOST COMMON 80/20 CHRONIC DISEASES THAT OFTEN CAN BE REVERSED, STOPPED AND PREVENTED WITH A PLANT-BASED PROGRAM



Bypass Surgery
(\$150,000 each)



Stents
(\$50,000 each)



Type 2 Diabetes
(\$10,000 per year)

AVOID FUTURE COMPLICATIONS:

Cardiovascular Diseases: bypass, stents, heart attack, stroke, angina, shortness of breath, peripheral artery disease, erectile dysfunction

Hypertension: heart attack, stroke, diabetes, aneurysm, kidney disease/failure, peripheral vascular disease, eye damage, memory loss, erectile dysfunction.

Type 2 Diabetes: kidney failure, heart disease, blindness, amputation.

Obesity: all of the above.



The cost savings are potentially huge and improve health



MANY EXAMPLES OF FUTURE REPEATS: DR. ESSELSTYN'S EXPERIENCE INCLUDES:

BEFORE

18 people with 49 coronary events over eight years had combined

\$2.5 million

AFTER

The 17 people that participated in Dr. Esselstyn's program had

\$0 in coronary expenses over the next **12 years.**

BEFORE

One patient was diabetic, had 20 stents and 1 bypass with medical expenses over \$1.5 million

AFTER

After participating in Dr. Esselstyn's program, the **diabetes and heart disease** were **reversed**

PLANT BASED REVERSAL DR. ESSELSTYN EXAMPLES

JIM CONWAY, MD, ORTHOPEDIC SURGEON

In this 3 minute video, Dr. Jimmy Conway, a Board Certified Orthopedic Surgeon in Oklahoma City, with a family history of heart disease and a cholesterol level of 494 and triglycerides of 3,295, discusses reversing his heart disease with plant based cuisine. The cost savings from two avoided surgeries surpasses more than \$250,000+ just for this one health plan



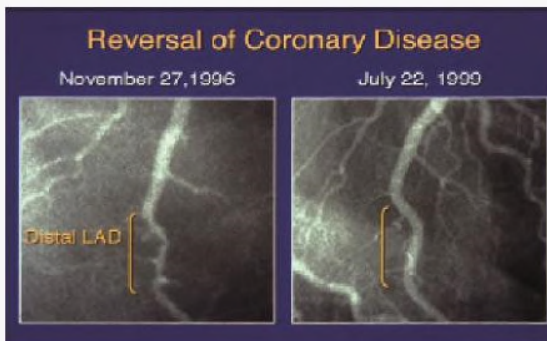
HEART DISEASE REVERSED

participant.
Watch this video by
<https://vimeo.com/87880874>

SAMUEL L. JACKSON

'... gigantic health benefits came my way as a result of that plant based decision, but I will say 30 lost pounds and an infinite number of

compliments and questions later, I'm more than happy." Read more of this story and others by visiting www.patientvalue.org/success-stories. Password: 'plants'



INCURABLE CORONARY DISEASE HEALED ITSELF THROUGH A PLANT-BASED DIET

JOSEPH CROWE, M.D., CLEVELAND CLINIC

After a heart attack at age 44, Dr. Joseph Crowe was told by the Cleveland Clinic that "nothing can be done.". After he changed to plant based cuisine, his body healed itself (see photo on left). He is now practicing medicine 20+ years later.



ACTOR SAMUEL L. JACKSON HAS LOST 30 POUNDS AND CREDITS DR. ESSELSYN'S PROGRAM WITH "GIGANTIC HEALTH BENEFITS."

CALDWELL ESSELSTYN, JR., MD

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Education and Training

Yale University B.A., 1956

Western Reserve University, M.D., 1961

**Trained as a surgeon at the Cleveland Clinic and St. George's Hospital, London;
Army surgeon in Vietnam in 1968, awarded the Bronze Star.**

Experience

Cleveland Clinic, 1968 - 2001, consultant 2009-present

President of the Medical Staff, Cleveland Clinic, 1977

Member, Board of Governors, Cleveland Clinic, 1977-82

Chaired Cleveland Clinic's Breast Cancer Task Force, 1976-84

Chaired Cleveland Clinic Section of Thyroid and Parathyroid Surgery, 1977-2000

President of the American Association of Endocrine Surgeons, 1991

**Organized the first National Conference on the Elimination of Coronary Artery
Disease, 1991; Chaired Summit on Cholesterol and Coronary Disease, 1997**

Member, American College of Cardiology Nutrition Work Group (formed 2015)

Selected Publications (Over 150 Total)

Prevent and Reverse Heart Disease (2007)

**"Updating a 12-Year Experience with Arrest and Reversal Therapy for Coronary
Heart Disease (An Overdue Requiem for Palliative Cardiology), *Am. J. Cardiology*
(1999).**

**"Is the Present Therapy for Coronary Artery Disease the Radical Mastectomy of
the Twenty-First Century?," *Am. J. Cardiology* (Sept. 15, 2010).**

"A Way to Reverse CAD?," *Journal of Family Practice* 356 (2014)(with others)

**"The Nutritional Reversal of Cardiovascular Disease – Fact or Fiction? Three Case
Reports, *Experimental & Clinical Cardiology* (2014)(with Golubic, MD, PhD)**

Personal and Awards

Olympic Gold Medal, 1956, United States rowing team

"The Best Doctors in America," 1994-95, endocrine and breast disease surgery

Benjamin Spock Award for Compassion in Medicine, 2005

**Yale University Athletic Department George H.W. Bush Lifetime of Achievement
Award, 2013**

Dr. Esselstyn and family have followed a plant-based diet for more than 26 years

CHARLES D. WELLER, ESQ.
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Education

B.A. Yale University Mathematics 1966

J. D. Case Western Reserve University 1973

Experience

Lawyer, 43 years legal experience in antitrust, health care and health benefit law in private law firms (Jones Day; Baker & Hostetler) and the Antitrust Division of the Ohio Attorney General's Office, including representation of General Motors, Wal-Mart, EDS, Newport News Shipbuilding, Eaton Corporation, Cleveland Clinic, University Hospitals of Cleveland, Case Western Reserve Medical School, Medical Mutual of Ohio, American Medical Association.

Peace Corps Volunteer, Math and Physics Teacher, Malaysia, 1966-68.

Deputy Director, Peace Corps Recruiting, Southern Region, 1969-70.

Selected Publications

Assisted Michael Porter and Elizabeth Teisberg write *Redefining HealthCare* (2006)

“Free Choice as a Restraint of Trade in American Health Care Delivery and Insurance,” 69 *Iowa L. Rev.* 1351 (1984) (Stanford’s Alain Enthoven: “I felt as if I was discovering Beethoven’s Fifth Symphony,” “a searchlight that illuminates 50 years of history of the health care economy”).

Dr. Floyd Loop, retired CEO Cleveland Clinic & Charles Weller, “A Practical Solution For Rewarding Efficient Providers,” *Health Affairs Blog* (Dec. 23, 2009).

Michael Porter, Peter Staudhammer & Charles Weller, *Unique Value* (2004), including Chap. 6, Michael Porter, “Competition and Antitrust: A Productivity-Based Approach,” Chap. 8, Staudhammer & Weller, “Math Science and Meta Education” & Chap. 9, Weller, “Science Teams by Disease When Ill.”

PETER R. OSEAR
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Experience

President, PPO Division of The Parker Group, 2005-09 (contracted with 2,115 hospitals, 290,000 physicians and 41,000 ancillary providers)

Chief Executive Officer, Emerald Health Network, Inc., 1995-2005

Group Executive Vice President, Ameritrust, 33 years in banking, 1959-92

Boards (formerly):

- **Board of Directors, CIRRUS Systems, an association for national and international electronic ATM and POS network interchange,**
- **Steering Committee of EFTA (Electronic Funds Transfer Association) and championed their support of paperless processing for the health care industry,**
- **Co-founder of the Wharton Financial Group, a national cooperative service for interchange of research and current information dealing with human capital**
- **Advisory Board of Catalyst, a national organization focused on the advancement of women to serve as Board members of major corporations and issues to support families in the workplace.**

Education:

Cleveland State University, B.S. Finance, 1972.