The Smart Health Market: Breaking the Sickness Business





Driving treatments aren't always necessary, helpful, convenient, or affordable

Sure, sometimes we get sick and need treatment, but the industry should be designed around **holistic** health status, not sick care

The traditional approach addresses our pieces and parts, but **not our whole**, and treats us like bystanders to our health









It's no wonder we're spending more money than ever but **not getting healthier**

Fortunately, there IS a better way...

Imagine a marketplace dedicated to your health – not just your illnesses



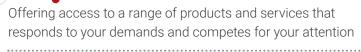






Where you're a consumer calling the shots and making the decisions

It reacts to your needs, with minimal expense and maximum convenience And takes your whole being into account – physical, mental, social, spiritual



No matter where you are on the healthcare continuum: staying healthy, getting healthy, or living with chronic illness

Now that's **smart**.

