



## THE STRATEGIC HEALTH INSTITUTE

Greetings,

As we are all witnessing the aggressive decline of today's healthcare system, it is becoming evident that this crisis is real and it doesn't appear to be going away soon.

As you may know, Medicare and Medicaid payments are being reduced up to 30% in 2010 and experts say this represents "a grave threat to medical practices and the patients they serve." Due to these swift changes, practitioners are finding it hard to stay in business, patients are losing insurance and are losing confidence in the care they are provided. Additionally, many institutions, such as Mayo Clinic, are no longer accepting Medicare and Medicaid and other institutions are sure to follow. These challenges are epic and they affect us all.

Whether you are a wellness provider, an individual wondering if responsible healthcare will be available to you long-term, or if you are a business owner wondering if you will be able to keep up with the rising costs of employee benefits, there must be strategies that can be immediately implemented that can provide answers for us all in this declining environment we find ourselves in!

Experts from Harvard, Stanford, Duke, and University of Michigan Medical Schools, Nobel Prize laureates, and many others are extolling the virtues of the science that is the foundation of a revolutionary integrated wellness protocol that has recently come to the public's eye.

Dr. J. Joseph Prendergast, who is board certified in Internal Medicine, Endocrinology and Metabolism, has been practicing medicine for over 35 years in Palo Alto, California. Dr. Prendergast, who has published more than 40 medical articles in JAMA and the New England Journal of Medicine, started administering this medical protocol involving elemental L-arginine within his own medical practice nearly 20 years ago with stunning results.

Due to the significant results this protocol has garnered, the American Diabetes Association has recently awarded Dr. Prendergast their prestigious "Father of the Year" award. Specifically, the ADA honors Dr. Prendergast for:

**#1 "Saving more lives than any other physician in the USA"**

**#2 "Clinically testing and documenting the results of more than 7,000 of his patients"**

**#3 "Admitting less than 1% of his patients to the hospital for 19 years"**

**#4 "Not losing ONE patient to heart attack or stroke in 19 years"**

In sharp response to this healthcare epidemic, The Strategic Health Institute has created three specific marketing strategies that can dramatically benefit all those caught in this storm of healthcare reform. These strategies include:

*The Strategic Health System:* This business system teaches Wellness Practitioners how to implement strategies that dramatically increases the level of care provided to patients, increases patient confidence in the management of their care, distinguishes practitioner as a superior caregiver, and dramatically increases the profitability of wellness practices.

*The Miracle of Health:* This business system educates the global population what they can do to take control of their own health through utilization of the proven medical protocols developed by Dr Prendergast. "We cannot afford to become ill!"

*Corporate Wellness Strategies:* This business system provides business owners with strategies that can run along side current health plans and can increase employee productivity, lower healthcare overhead, and offers organizational direction of how to successfully make a profit center out of employee wellness.

According to PriceWaterhouseCoopers, the healthcare industry is the fastest growing industry in the world. It is represented by 750,000 physicians in the US, it has a US Market share of \$2.2 Trillion, and employs one in every 11 US residents. Considering that 2010 is being touted as the most pivotal year in healthcare, and we have proven medical protocols that are clinically proven to address MAJOR health issues positively, there is tremendous opportunity for us all.