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Your Health Care Safety Net

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# Emerging Trends in Medical Therapies:

## Changing the Face of Health Care Today

Presenter: Karen Mercereau, RN, iRNPA

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**The World Health Report 2000, *Health Systems: Improving Performance*, ranked the U.S. health care system 37th in the world (NEJM)**









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# What are the issues?

## Major Challenges in HealthCare

Cost	Demographics	Access	Variation in Clinical Practice
			
			
Inefficient Use of Information	Fragmented Care Versus Integrated Care	Duplication, Defensive Medicine & Waste	Protracted Adoption of Innovation

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### Global Deaths from Disease by 2020

Less than

# 20 MILLION


**INFECTIOUS DISEASE**

More than

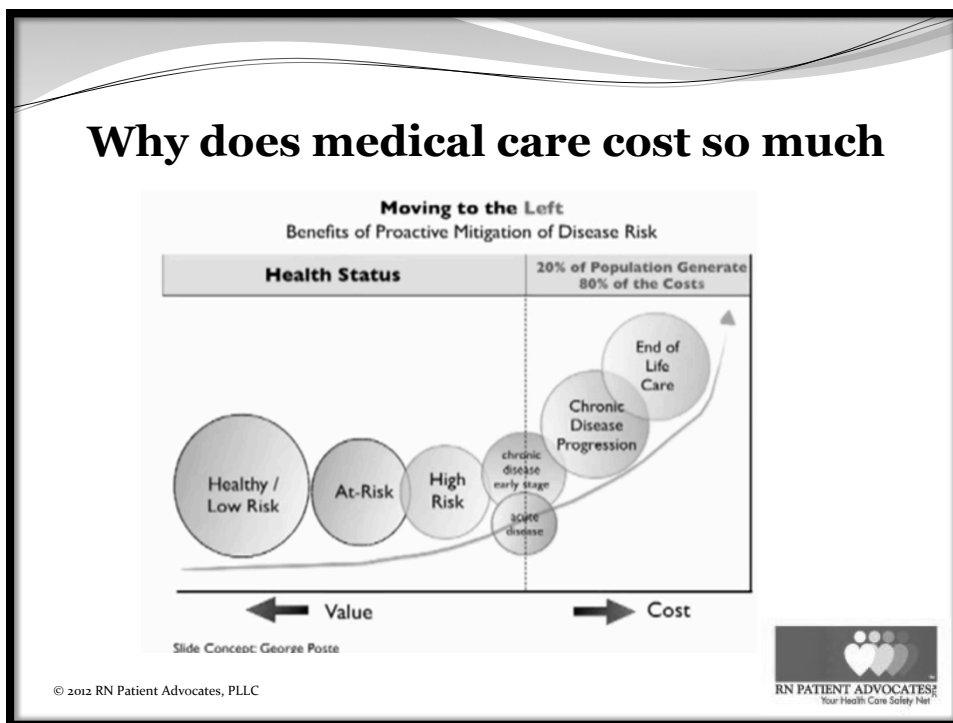
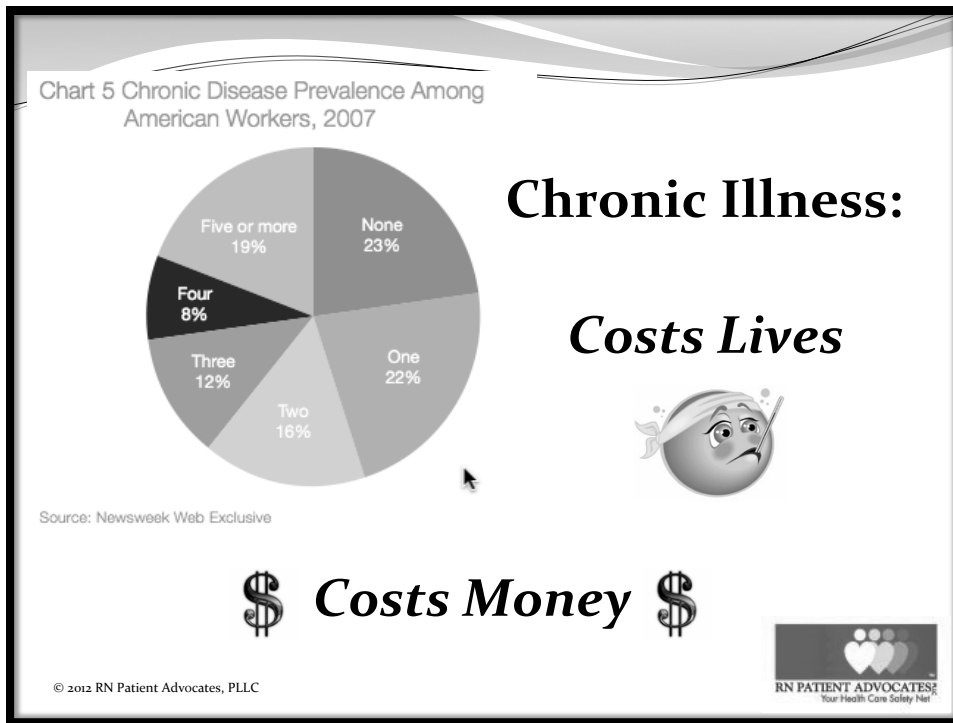
# 50 MILLION

**CHRONIC DISEASE**

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**Cost of Chronic Disease**

GLOBALLY  
**\$2 TRILLION**  
IN LOST PRODUCTIVITY every year

USA  
**\$750 BILLION**  
HEART DISEASE and DIABETES


World Economic Forum 2009


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This infographic features two overlapping circles. The larger circle on the left is labeled 'GLOBALLY' and contains the text '\$2 TRILLION IN LOST PRODUCTIVITY every year'. The smaller circle on the right is labeled 'USA' and contains the text '\$750 BILLION HEART DISEASE and DIABETES'. The title 'Cost of Chronic Disease' is in a box at the top right. The source 'World Economic Forum 2009' is at the bottom right. The logo for RN Patient Advocates is in the bottom right corner.

**Preventive Medicine:**

***Better***  ***Health***

 ***Lower Cost***

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This advertisement features the title 'Preventive Medicine:' in a bold, underlined font. Below it, the words 'Better' and 'Health' are in italics, flanking a superhero nurse character with lightning bolts. Below 'Better' is a character holding a stack of money. The words 'Lower Cost' are in italics at the bottom. The RN Patient Advocates logo is in the bottom right corner.




# When to intervene?

**THE FUTURE OF HEALTH**

EARLY STAGE DISEASE DETECTION	LATE DISEASE STAGE DETECTION
90 PERCENT SURVIVE	19 PERCENT SURVIVE

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**47,000 DEATHS**  
since 1999

**81% of Americans take at least one medication a day...**

g  
29-3160-13  
IDIA®  
ROSIGL.  
MALEATE  
Titab® Tablets  
Kline

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**High Cholesterol . . . A Lipitor Deficiency?  
Depression . . . A Prozac Deficiency?  
Metabolic Syndrome . . . A Metformin  
Deficiency?**

**106,000 deaths/year from adverse effects of  
medications**

Dr. Barbara Starfield, Johns Hopkins School of Public Health, *Journal of the  
American Medical Assn.*, July 2000

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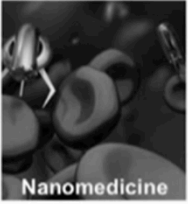
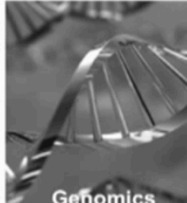
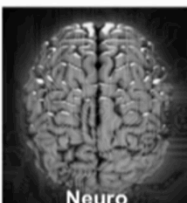



**What To Do**


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## What fields are being studied?

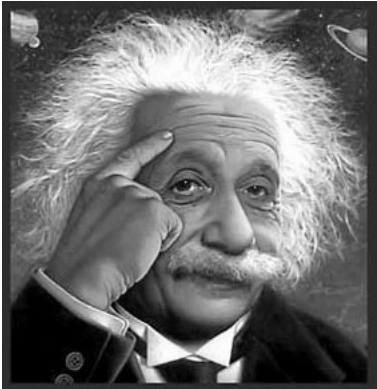
 <p>Digital Medicine</p>	 <p>Robotic Surgery</p>	 <p>Nanomedicine</p>
 <p>Genomics</p>	 <p>Neuro</p>	 <p>Connected Health</p>

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## The Human Genome

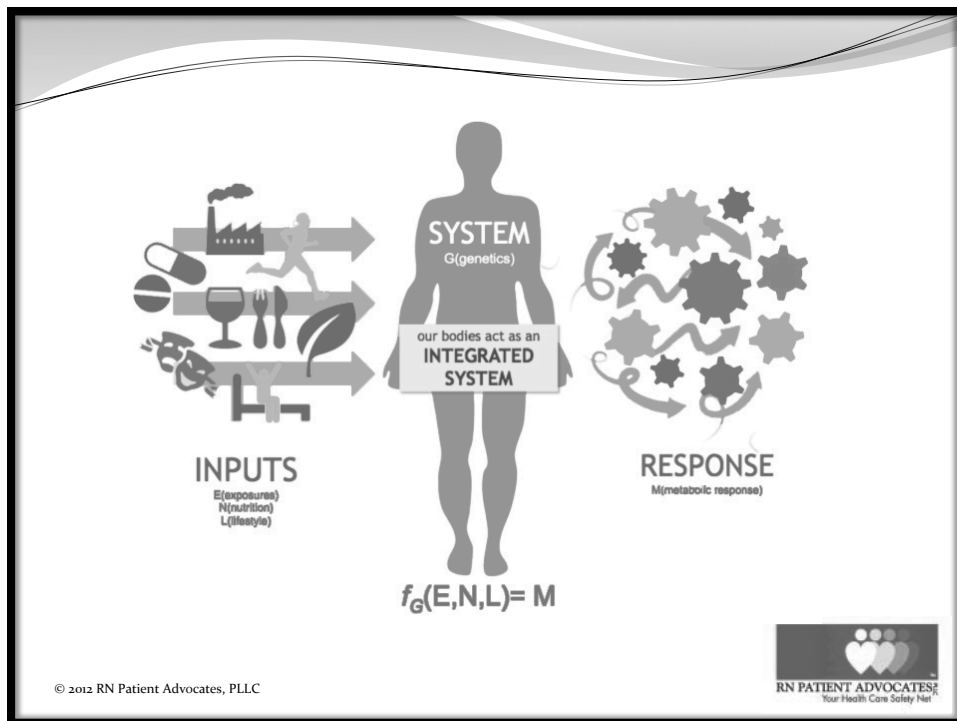


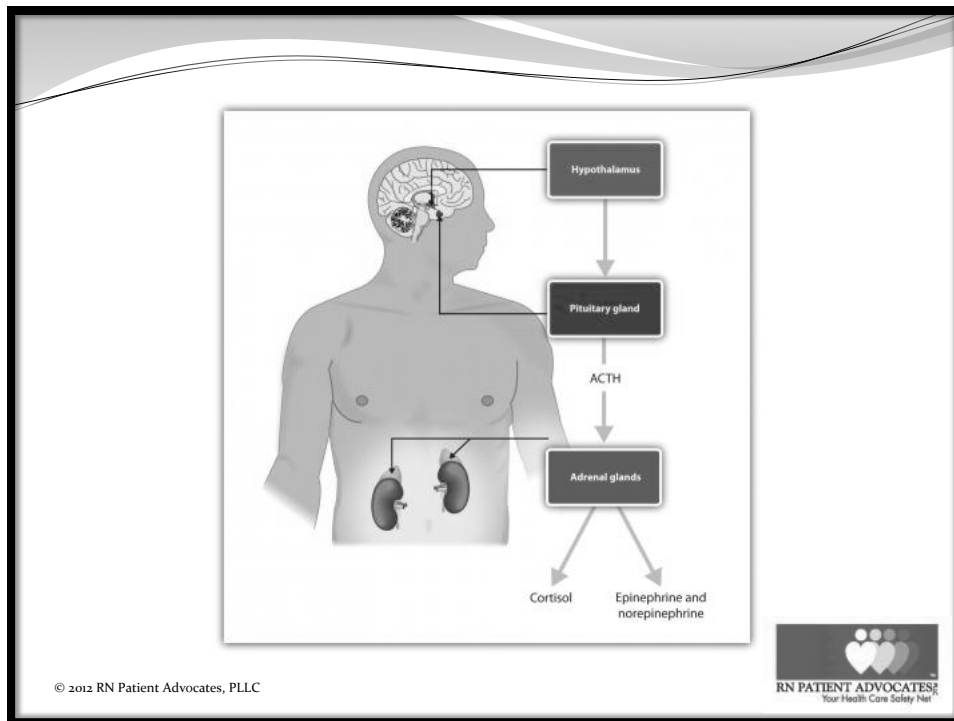
... An Einstein Moment

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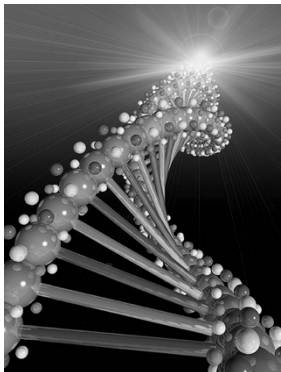


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# Epigenetic Changes




**... Your Gene Profile  
Can Change!**

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# How?

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# Environmental Toxins



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## *Did You Know?*



A collection of various plastic bottles and a can of food. The can is labeled "Packed Fresh with Hormone Disruptors".




A person wearing a face mask and gloves is shown handling several cleaning products, including a spray bottle and a can.

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## *Why Organic?*



A close-up photograph of a cow's face, showing its eyes and nose.

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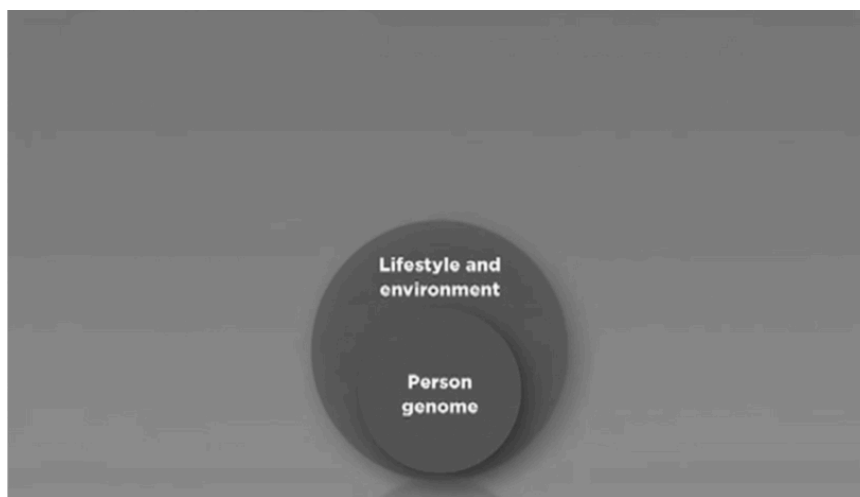
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## Functional Medicine Chronic Care Model / Integrative Medicine



- Patient centered
- Finding/treating ***causes, not conditions***
- Personalized
- Pro-active
- Preventive

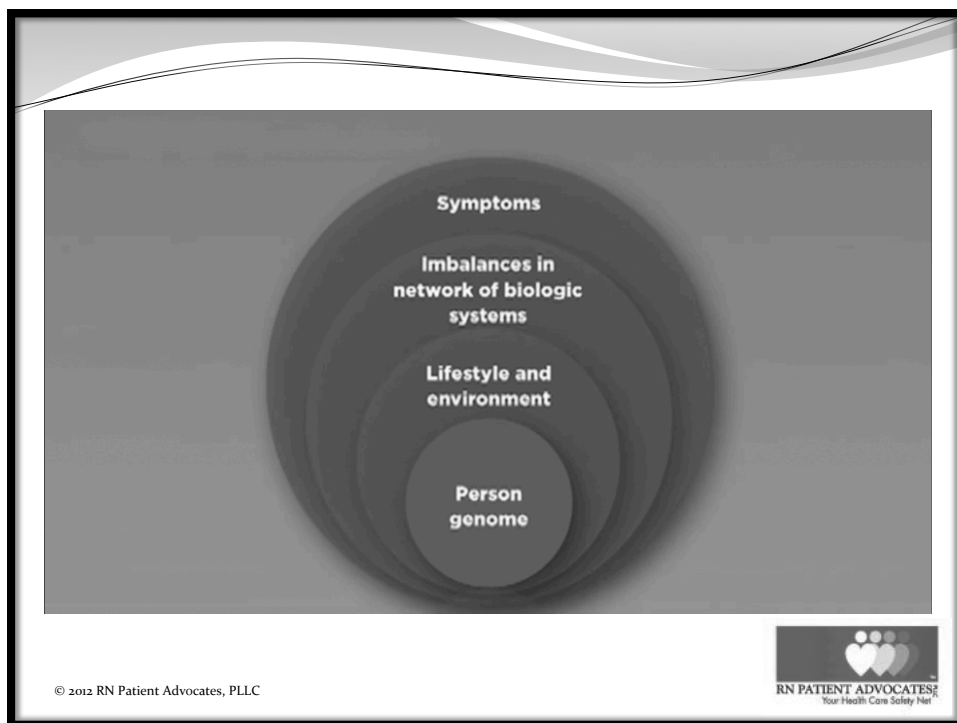
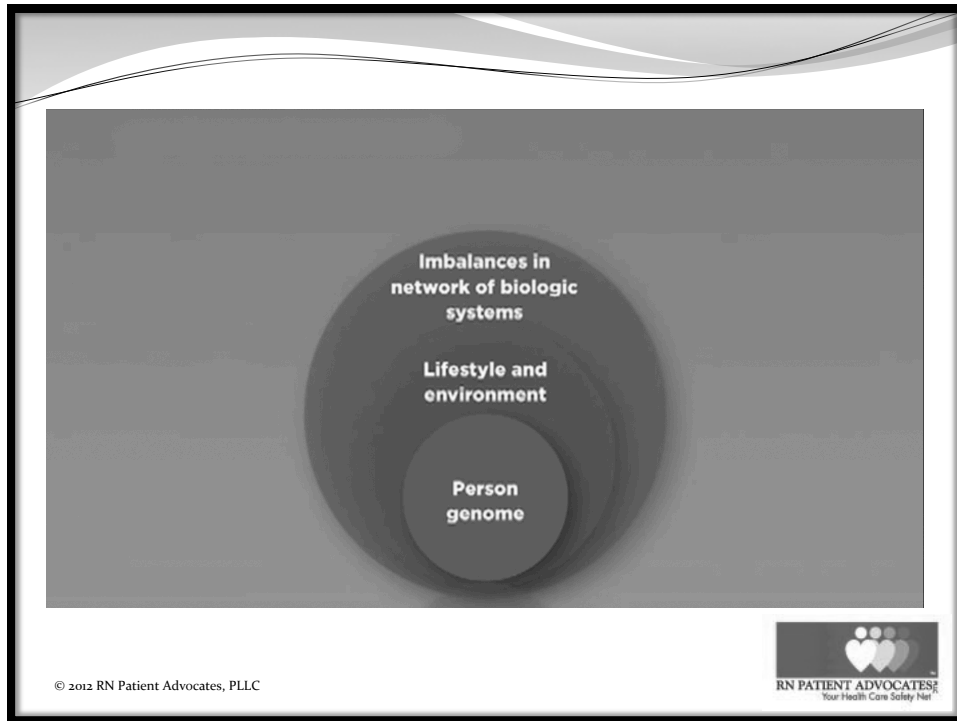
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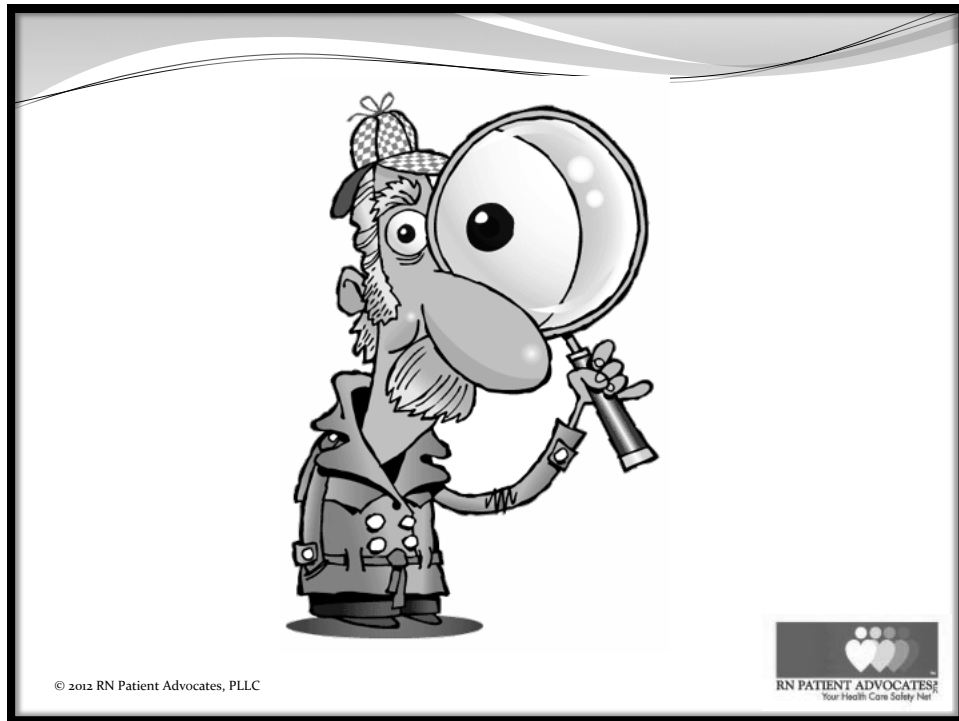


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***Treat Causes  
Not  
Conditions***

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**BLOCKBUSTER DISEASES** → **BLOCKBUSTER MECHANISMS**

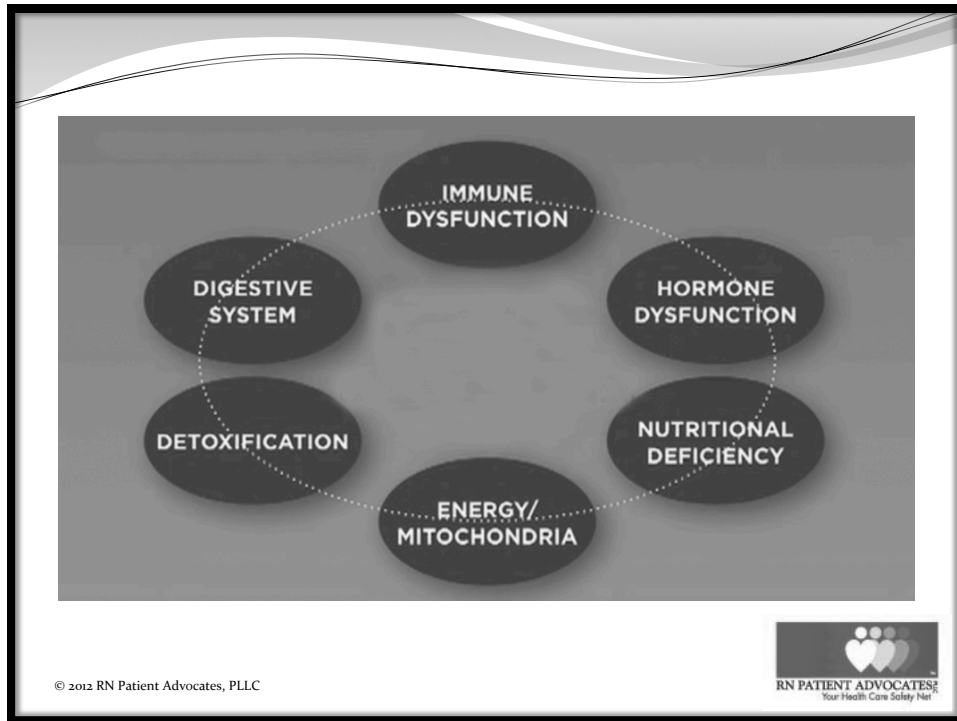
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**SUPER-SPECIALISTS** → **SUPER-GENERALISTS**

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RUSSIA'S MILITARY RECORDS IS DISNEY MOUSE TRAPPED?

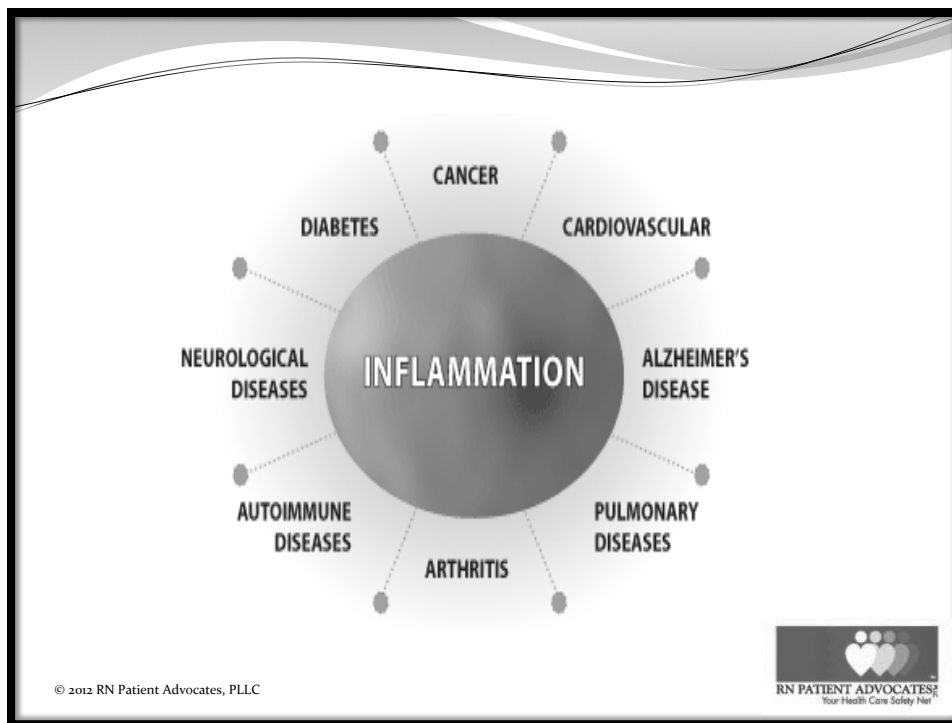
TIME

**THE SECRET KILLER**

■ The surprising link between **INFLAMMATION** and HEART ATTACKS, CANCER, ALZHEIMER'S and other diseases  
■ What you can do to fight it

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## 9 Steps to Preventing Dementia

**Correctable causes of memory loss:**

- **Pre-diabetes or metabolic syndrome**
- **Low thyroid function**
- **Depression**
- **Deficiencies in B vitamins, especially vitamin B12**
- **Omega-3 fat deficiencies**
- **Mercury or other heavy metal toxicity**
- **Vitamin D deficiency**
- **High cholesterol**
- **Unique genes that predispose you to nutritional or detoxification problems**

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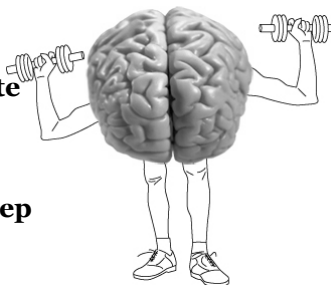
## Tune Up for Your Brain

**1. Balance your blood sugar with a whole foods, low glycemic diet**

**2. Exercise daily — even a 30-minute walk can help**

**3. Deeply relax daily with yoga, meditation, biofeedback, or just deep breathing**

**4. Take a multivitamin and mineral supplement**



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## Tune Up for Your Brain

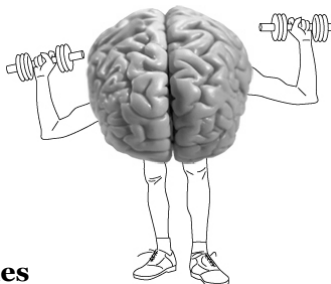
**5. Take an omega-3 fat supplement**

**6. Take extra vitamin B6, B12, and folate**

**7. Take vitamin D3**

**8. Treat thyroid or low sex hormones**

**9. Get rid of mercury through a medical detoxification program**

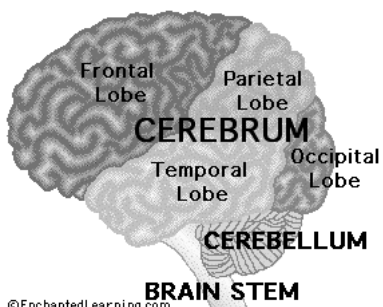


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## What about neurodegenerative diseases?

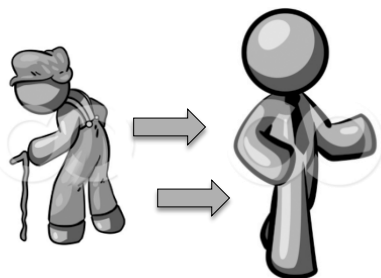
Your Brain is *Connected* to Your Entire Body



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## Hope for Parkinson's Disease



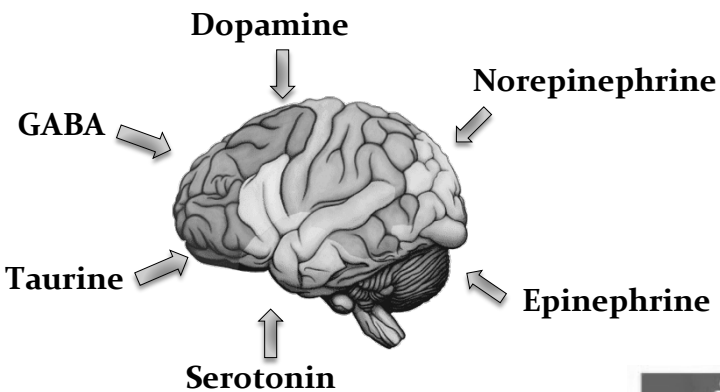
- Glutathione, Your Body's Master Antioxidant
- Reverses Symptoms of Parkinson's

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## Neurotransmitter Imbalance

Depression   Anxiety   Bipolar Disorder



A central illustration of a human brain is surrounded by six neurotransmitters, each with an arrow pointing towards the brain: Dopamine (top), Norepinephrine (top right), Epinephrine (bottom right), Serotonin (bottom), Taurine (bottom left), and GABA (left).

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## New Approaches . . .

### Osteoporosis



An illustration of a human skeleton performing a handstand against a background of clouds, symbolizing strength and balance.

### Inflammatory Bowel Disease



An illustration of a female doctor in a white coat examining a patient's abdomen, with a diagram of the digestive system overlaid on the patient's body.

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## 100 trillion friends you didn't know you had The Human Microbiome Project

**Human microbiome**  
1,000,000+ genes

**Human genome**  
23,000 genes

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## Cancer Treatment: One Size Does Not Fit All

### PERSONALIZED ONCOLOGY

CollabRx

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# Cancer: The Four Pillars

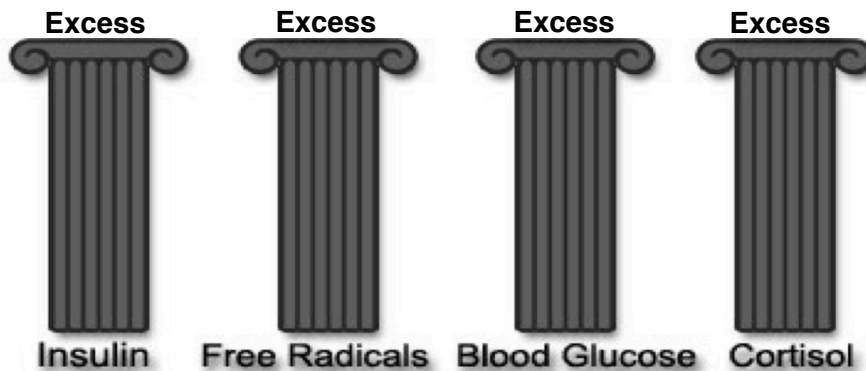
**Nutrition**  
**Detoxification**  
**Immune Support**  
**Psych/Emotional**



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# Pre-diabetes/Metabolic Syndrome



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## The Problem:

**1 in 2 Americans will have pre-diabetes by 2020**

**90% will not be diagnosed**



**This will be the first generation in our history what will live sicker and die younger than their parents. – Dr. Mark Hyman**  
*Unless we act now . . .*

Cleveland Clinic Actuaries

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## The Solution:



1. **Proper Systems Diagnosis** *food body mind*
2. **Whole Body Systems Therapeutic Plan**

- **Boost Your Nutrition; Identify/Address Food Sensitivities**
- **Regulate Your Hormones**
- **Reduce Inflammation**
- **Improve Your Digestion and Your GI Health**
- **Maximize Detoxification**
- **Enhance Energy Metabolism**
- **Normalize Blood Sugar**
- **Manage Your Stress**

Cleveland Clinic Actuaries

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# New horizons!



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## Smart Phones: Your New Medical Assistant

iBGStar  
Glucose Meter  
integrated with  
iPhone



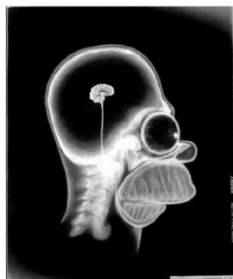
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# New Horizons in Imaging

## Structural MRI vs. Functional MRI

Structural MRI reveals brain anatomy.



Functional MRI (fMRI) reveals brain function.



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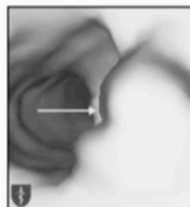


# Less intrusion, less risk...

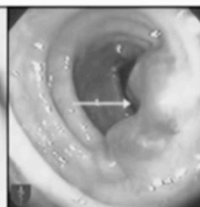
## VIRTUAL COLONOSCOPY



VS



Virtual colonoscopy



Traditional

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## Visit your doctor at your desk...

### VIRTUAL VISITS & TELEMEDICINE



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## Simplified cardiac diagnostics



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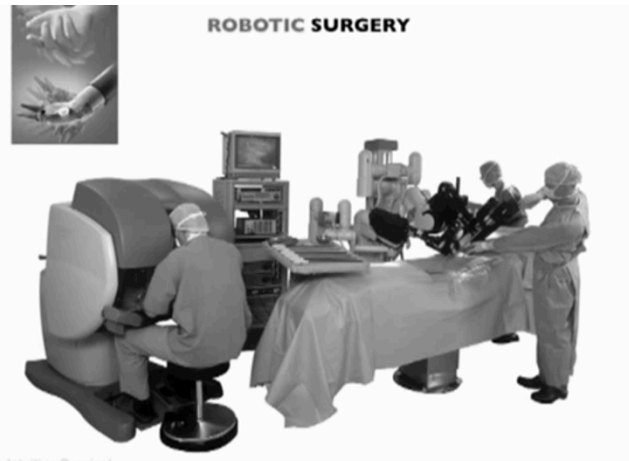
## Mirror Mirror On The Wall...



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## Ultra-Precise Surgical Approaches



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## Out of that wheelchair...

BERKELEY  
**BIONICS**

Power Up.

Stand and walk —  
away from your  
wheelchair.

Introducing  
**eLEGS**

Learn more



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## Smart Pills Open Doors of Diagnosis

**FANTASTIC VOYAGE**

iPill... Diagnosis and Rx



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## The incredible shrinking pacemaker



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## Big Bargains in Genome Testing



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## “23 and Me”

- Learn 100's of things about your health:
- Carrier Status (what your children may inherit
- Health Risks you may face as you age – inherited problem areas
- Potential medication problems
- [www.23andme.com](http://www.23andme.com)
- \$99!

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## This research is really happening...



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# Here we go...

## EXPONENTIAL TECHNOLOGIES



- **EMPOWERING** THE PATIENT
- **ENABLING** THE PHYSICIAN
- **ENHANCING** WELLNESS
- **CURING THE WELL....** BEFORE THEY GET SICK

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