



Wellness Forum Health

**InforMED™ Medical Decision-Making**

Welcome!

What would you like to learn tonight?

# How Do You Buy Things Like...

- Cars
- Houses
- Retirement accounts
- Vacations
- Appliances

# How Do You Buy Things Like...

- Healthcare
  - choice of doctors
  - preventive care
  - vaccinations
  - tests and images
  - drugs, procedures
- Most likely, your process for purchasing health-related services is very different from the way you purchase everything else

# Healthcare Decisions Are Important!

- And all of us will have to make them
- Sooner or later everyone has to interact with the healthcare system
  - personal healthcare issues – advice about how to stay well or treatment for things that go wrong
  - children
  - parents
  - friends

# What Is Health?

- Physical health

- not just lack of disease

- the body functions at peak performance due to optimal diet and lifestyle habits

- fitness – endurance, muscular strength, flexibility

- optimal body composition

- decreased risk of disease and injury

- ability to recover quickly when injured or sick

# What Is Health?

- Mental health

  - emotional, social, psychological well-being

  - not just absence of depression, anxiety or other psychological challenge

  - ability to enjoy life, handle unexpected and difficult experiences, achieve full potential

***How Healthy Are You?***

# How to Achieve Mental and Physical Health

- Optimal diet
- Regular and vigorous exercise
- Family, social connections, love, community, pets
- Meaningful work, making a contribution to society
- Maintenance of positive attitude, gratitude for blessings
- Strong sense of values and ethics
- Ability to make InforMED™ decisions about healthcare – diets, supplements, tests, drugs, procedures, etc.

# Fun (and maybe disturbing) Facts!

What is the third leading cause of death in the U.S.?

#1 Heart disease

#2 Cancer

# Answer: Healthcare

- According to an article in the *British Medical Journal*, medical error is the third leading cause of death in the U.S., after heart disease and cancer
- This study only included deaths from medical care in hospitals – did not include outpatient care
- According to Dr. Jim Rickett: "I think most people underestimate the risk of error when they seek medical care."

Makary M, Daniel M. "Medical error—the third leading cause of death in the US." *BMJ* 2016;353:i2139  
Marcia Frellick "Medical Error Is Third Leading Cause of Death in US." *Medscape* May 3, 2016

Fun (and maybe disturbing) Facts!

True or False:

Depression, anxiety, and schizophrenia are caused by chemical imbalances in the brain

## Answer: FALSE

- There are no studies showing that chemical imbalances in the brain cause any psychological condition ranging from ADHD to schizophrenia
- There is no way to measure neurotransmitters like serotonin in living humans – requires grinding up the brain and assaying the matter
- According to psychiatrist David Healy, “Indeed, no abnormality of serotonin in depression has ever been demonstrated.”

Healy, D. *Let Them Eat Prozac: The Unhealthy Relationship Between the Pharmaceutical Industry and Depression*. 2004 New York: New York University.

# The “Chemical Imbalance” Theory

According to Ronald Pies, psychiatrist at Tufts University, former editor of *Psychiatric Times*:

- “In truth, the “chemical imbalance” notion was always a kind of urban legend—never a theory seriously propounded by well-informed psychiatrists.”
- “My impression is that most psychiatrists who use this expression feel uncomfortable and a little embarrassed when they do so. It’s kind of a bumper-sticker phrase that saves time, and allows the physician to write out that prescription while feeling that the patient has been “educated.”
- 2014 Pies said the chemical imbalance theory was a “little white lie.”

Pies, R.W. “Psychiatry’s new brainmind and the legend of “Chemical Imbalance.” *Psychiatric Times* July 11, 2011

Pies R.W. “Doctor, Is My Mood Disorder Due to a Chemical Imbalance?” <https://psychcentral.com/blog/archives/2011/08/04/doctor-is-my-mood-disorder-due-to-a-chemical-imbalance/>

Pies R.W. “Nuances, Narratives, and the ‘Chemical Imbalance’ Debate in Psychiatry.” *Medscape* April 15, 2014

Fun (and maybe disturbing) Facts!

True or False:

Early detection of cancer reduces  
the risk of dying of cancer

## Answer: FALSE

- According to Richard Ablin Ph.D., the false positive rate for PSA testing is 78% - harm from over-diagnosis is 30 to 100 times estimated benefit
- Cochrane review: to save one life, 2000 women have to have an annual mammogram for 10 years; 10 women would endure unnecessary and potentially life-threatening over-diagnosis and overtreatment

Conclusion: “there is no reliable evidence from large randomized trials to support screening mammography at any age.”

Gigerenzer G, Wegworth O. “Five Year Survival Rates Can Mislead.” *BMJ* 2013;346:f548

Olsen O, Gotzsche P. “Cochrane review on screening for breast cancer with mammography.” *Lancet* Oct 20 2001;358(9290)1340-1342

# Answer

- Canadian Task Force on Preventive Health Care “*does not* recommend using colonoscopy as a primary screening test for colorectal cancer due to lack of evidence.”
- There is not one randomized controlled trial showing that colonoscopy reduces the risk of dying of colon cancer
- To prevent one death from colon cancer, 1250 people have to have a colonoscopy, and for every life saved, one person is harmed or dies from a complication of the procedure

<http://canadiantaskforce.ca/ctfphc-guidelines/2015-colorectal-cancer/> accessed 2.24.2016

Baxter N, Goldwasser M, Paszat L, Saskin R, Urbach D, Rabeneck L. “Association of colonoscopy and death from colorectal cancer.” *Ann Intern Med* 2009 Jan6;150(1):1-8  
Richardson A. “Screening and the number needed to treat.” *J Med Screen* 2001;8(3):125-127

Fun (and maybe disturbing) Facts!

True or False:

X-ray and MRI are good ways to determine the source of joint pain

## Answer: FALSE

- Images show that people who say they are in pain often have no abnormalities, while people who have no pain often have structural abnormalities
- Researchers scanned 991 people, some with and some without knee pain  
meniscal tears were as common in the subjects with no pain as they were in the subjects with pain
- Only 20% to 25% of people who have back pain have a herniated disc, and 60% of adults with no back pain have degenerative changes in their spine

Englund M, et al. "Incidental Meniscal Findings on Knee MRI in Middle-Aged Elderly Persons." *NEJM* September 11, 2008 vol 35 (11):1108-1115  
Jensen, M et al. "Magnetic Resonance Imaging of the Lumbar Spine in People Without Back Pain." *NEJM* July 14 1994 vol 331(2):69-73

# Answer

- Study at Cleveland Clinic involved MRI's for patients who had back or leg pain:
  - 13% had herniated disks - no relationship between pain and images
  - some patients experienced pain after their herniated disks resolved without intervention, others said they felt better while disks got worse

Gina Kolata "The Pain May Be Real, but the Scan is Deceiving." *New York Times* December 8, 2008

# Answer

- Researchers looked at 207 healthy volunteers who had no joint pain:
  - used ultrasound to look at 32 joints in the hands and feet
  - 88% of subjects with no joint pain had abnormalities
  - 52% had synovial effusion, 13% had synovial hypertrophy, and 35% had both
  - abnormalities also found in the feet, particularly metatarsophalangeal joint

Padovano I, Costantino F, Breban M, D'Agostino M. "Prevalence of ultrasound synovial inflammatory findings in healthy subjects." *Ann Rheum Dis* 2016 Oct;75(10):1819-23.

# Fun (and maybe disturbing) Facts!

## True or False

Most people are vitamin D deficient – it's wise to have a blood test and take supplements if your levels are low

## Answer FALSE

- Low vitamin D levels do not cause disease; they are a result of disease  
vitamin D supplements worthless, potentially harmful for most people

Example:

88 patients who visited the emergency room with acute hyperglycemia  
vitamin D levels tested on arrival and after blood glucose levels were  
normalized

serum levels rose from an average of 12.3 ng/ml to 28.3 ng/ml

Autier P, Boniol M, Pizot C, Mullie P. "Vitamin D status and ill health: a systematic review." *Lancet Diabetes and Endocrinology* Jan 2014;2(1):76-89

# Answer

- According to the US Preventive Services Task Force:
  - no evidence to support routine Vitamin D screening at this time
  - no evidence that certain vitamin D levels are optimal
  - no standardized screening tools
- One research group concluded that the body of evidence against vitamin D testing and supplementation is so large that it is statistically impossible for future research to change these conclusions

Lefevre M on behalf of the US Preventive Services Task Force. "Screening for Vitamin D Deficiency in Adults: U.S. Preventive Services Task Force Recommendation Statement." *Ann Intern Med* 20 Jan 2015;162(2)

Bolland M, Grey A, Gamble G, Reid I. "The effect of vitamin D supplementation on skeletal, vascular, or cancer outcomes: a trial sequential meta-analysis." *Lancet Diabetes Endocrinol* 2014;2(4):307-320

Fun (and maybe disturbing) Facts!

True or False:

Research shows that a type 2 diabetic can reverse diabetes while eating white potatoes and starch

# Answer: True

- High-carbohydrate diets are more effective for lowering fasting glucose and A1C levels and increasing insulin sensitivity than higher-protein diets
- Protein-rich foods cause higher insulin responses than high-carbohydrate foods

Komiyama N, Kaneko T, Sato A, Sato W, Asami K, Onaya T, Tawata M. "The effect of high carbohydrate diet on glucose tolerance in patients with type 2 diabetes mellitus." *Diabetes Res Clin Pract.* 2002 Sep;57(3):163-70.

Sargrad KR, Homko C, Mozzoli M, Boden G. "Effect of high protein vs high carbohydrate intake on insulin sensitivity, body weight, hemoglobin A1c, and blood pressure in patients with type 2 diabetes mellitus." *J Am Diet Assoc.* 2005 Apr;105(4):573-80.

Tovar A, Torres N. "The role of dietary protein on lipotoxicity." *Biochem Biophys Acta* Mar 2010;1801(3):167-371

Fun (and maybe disturbing) Facts!

True or False:

Sodium restriction is necessary for people with high blood pressure

# Answer: FALSE

- A study including more than 100 million US adults concluded that there is "a robust, significant, and consistent inverse association between dietary sodium and cardiovascular mortality."
- Study of 28,000 people:
  - risk did not start to increase until sodium intake exceeded 6500 mg per day

Cohen HW, Hailpern SM, Alderman MH. "Salt intake and cardiovascular mortality." *Am J Med.* 2007 Jan;120(1):e7.)

O'Donnell MJ, Yusuf S, Mente A, et al, "Urinary sodium and potassium excretion and risk of cardiovascular events." *JAMA* 306;20:2229-2238

Learn Anything New?

Think you should know  
things like this?



Wellness Forum Health

## **We specialize in InforMED™ Medical Decision-Making.**

### **For consumers we offer:**

- objective information about diets, tests, health conditions, and treatment options
- programs designed to help people transition to healthier diet and lifestyle habits

**The InforMED™ Consumer** has a clear understanding of risks and benefits of all health-related decisions and the ability to choose the best options for achieving or re-gaining, and maintaining optimal health



Wellness Forum Health

## **We specialize in InforMED™ Medical Decision-Making.**

For health practitioners we offer:

- training that includes protocols that lead to better long-term health outcomes
- access to informational libraries & tools that facilitate InforMED™ discussions
- educational programming to facilitate diet and lifestyle change
- affiliate & professional development programs that facilitate practice-building

**The InforMED™ Practitioner** engages in collaborative discussions with patients, provides educational programming that empowers patients to take control of their health and to change their diet and lifestyle habits

# An Unfortunately UnInforMED™ Consumer

- Tim Russert, host of *Meet The Press* - wealthy man, excellent insurance
- Visited the best doctors, had all the right tests, diagnosed “early”
- Took medications for high blood pressure, high cholesterol, pre-diabetes, took a daily aspirin - his biomarkers were excellent!
- None of the tests or drugs addressed what ultimately killed Tim Russert – an unstable arterial plaque that ruptured, caused the heart attack that ended his life
- Adopting the right diet *could have* prevented his death



# An InforMED™ Consumer



# An InforMED™ Happy Ending

- Coronary artery disease progressed while in the White House under the care of the “best” doctors in the U.S.
- Endured a useless bypass surgery; he continued to eat the Standard American Diet and the arteries clogged up again
- Angioplasty recommended because the bypass did not work
- Became frightened and decided to take matters into his own hands
- Read *The China Study* and *Prevent and Reverse Heart Disease*, changed his diet, lost weight, and got well
- Note: *President Clinton was not informed by his doctors that changing his diet could stop the progression of his heart disease – he learned this on his own!*

# InforMED™ Medical Decision-Making

- Information changes the concept of “informed consent”
  - previously meant doctor telling patient what to do (called “informing”) and patient agreeing (called “consenting”)
  - new definition - doctor makes recommendations, patient looks at evidence, and *informs doctor of decision and plan of action*

# The Patient Should Be In Control

*“Taking control of your health is not doing what I say instead of what others say, it’s doing what you think is best for you after reviewing objective information.”*

Pam Popper, President  
Wellness Forum Health

# The Problem is Misinformation

- Where do we get this information?
  - the government
  - professional associations and their members (doctors, dietitians)
  - disease groups
  - advertising
  - word of mouth – friends and family
  - the internet
  - books
- The result? Confusion!

# The Government: USDA



- The USDA was formed as an advocacy organization for farmers BUT is also responsible for setting dietary guidelines for Americans
- Conflict of interest between what is good for farmers (selling their products) vs what is good for consumers (eating less of some foods produced by farmers)

# The Government: FDA

- 1992 Prescription Drug User Fee Act passed – drug companies pay the FDA to review their products
- Drug companies have paid the FDA \$7.67 billion dollars since 1992
- Projected revenue 2018: \$878,590,000
  - 2008 approval rate almost 50%
  - 2011 approval rate 86%
  - 2014 approval rate 88%
  - 2015 approval rate 96%

<https://www.federalregister.gov/documents/2017/09/14/2017-19494/prescription-drug-user-fee-rates-for-fiscal-year-2018>

“The FDA Is Basically Approving Everything. Here's The Data To Prove It.”

<http://www.forbes.com/sites/matthewherper/2015/08/20/the-fda-is-basically-approving-everything-heres-the-data-to-prove-it/>

# The Government: CDC

- CDC receives millions of dollars in donations and gifts each year through the CDC Foundation – has collected \$620 million since 1995
- According to former CDC Director Tom Frieden “Public-private partnerships allow CDC to do more, faster. The agency’s core values of accountability, respect, and integrity guide the way CDC spends the funds entrusted to it.”
- Contributors included Abbott, Abbvie, Amgen, Bristol Myers Squibb, Coca Cola, Genentech, Johnson and Johnson, Pfizer, Proctor and Gamble, Sanofi-Aventis, and the Sugar Association of El Salvador

Lenzer J. “Centers for Disease Control and Prevention: protecting the private good?” *BMJ* 2015;350:h2362  
<http://www.cdcfoundation.org/FY2015> accessed April 21 2016

# Professional Associations: AND



Academy National Sponsor: National Dairy Council

Premier Sponsors: Abbott Nutrition and BENEIO-Institute

Exhibitor Sponsors: Premiere Protein (protein shakes, bars, whey powder)  
Splenda

The a2 Milk Company

Sponsorship revenues fiscal year 2016: \$1,128,215

<http://www.eatrightpro.org/resources/about-us/advertising-and-sponsorship/meet-our-sponsors>

<http://www.eatrightpro.org/~media/eatrightpro%20files/about%20us/annual%20reports/annualreport-2016.ashx>

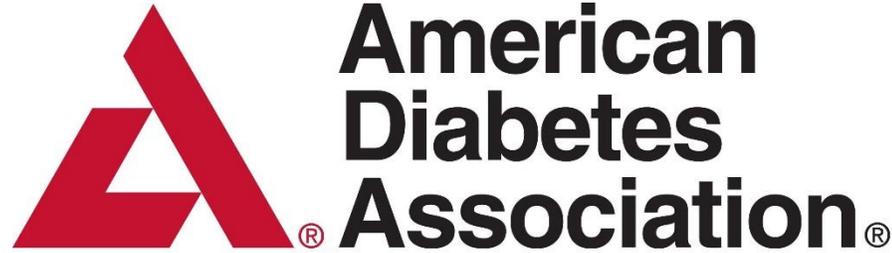
# Professional Associations: AAP



- Takes contributions through its foundation
- Sponsors include Nestle, Pfizer, Sanofi-Pasteur, GlaxoSmithKline, Johnson and Johnson, Merck, Janssen Pharmaceuticals, Boehringer Ingelheim Pharmaceuticals

<https://www.aap.org/en-us/about-the-aap/corporate-relationships/Pages/Friends-of-Children-Fund-President%27s-Circle.aspx>

# Disease Groups: American Diabetes Association



- Contributed at least \$500,000:

AstraZeneca, BD Medical, Boehringer Ingelheim Pharmaceuticals, Eli Lilly, Janssen Pharmaceuticals, Merck, Novo Nordisk, Pfizer, Sanofi

- National Sponsors:

includes Dannon Light and Fit, Merisant (makes Equal), Walgreen's

<http://www.diabetes.org/about-us/corporate-support/our-corporate-supporters.html>

# Disease Groups: The American Heart Association



# Approved Products

37 pages of animal food products including:

- Boar's Head Old Fashioned Canadian Style Bacon With Natural Juices
- Kretschmar Sweet Smoked Uncured Ham
- Butterball Naturally Roasted Deep Fried Honey Turkey Breast
- Kroger Moist & Tender Pork Tenderloin
- Top Sirloin Strips (Select Grade) (National Cattlemen's Beef Association)

[http://www.heart.org/idc/groups/heart-public/@wcm/@fc/documents/downloadable/ucm\\_474830.pdf](http://www.heart.org/idc/groups/heart-public/@wcm/@fc/documents/downloadable/ucm_474830.pdf) accessed 1.8.2018

# Advertising



# Influence of Drug Companies: Beyond Advertising

- People on the payroll of drug companies are involved in setting the diagnostic parameters that determine who should take drugs
- The head of the panel that redefined diagnostic parameters for diabetes was a paid consultant to 7 companies that make diabetes drugs
- 9 of the 11 people who redefined the criteria for diagnosing hypertension had ties to drug companies that make drugs to treat it
- 8 of the 9 panel members who changed the criteria for defining “high cholesterol” worked for companies that make drugs to lower cholesterol
- The diagnostic criteria for osteoporosis was developed in partnership with the Osteoporosis Foundation; the advisory board for this group includes 31 drug and device companies

Gilbert Welch, *Overdiagnosed: Making People Sick in the Pursuit of Health*

# The Internet

- Here are some statements about adrenal fatigue posted on internet sites:

“Symptoms include:

tendency to tremble when under pressure

feel better suddenly for a brief time after a meal

feel better when there is less stress, such as on a vacation”

[www.drlam.com](http://www.drlam.com)

# The Internet

An online questionnaire for adrenal fatigue features these questions:

“Are people annoying you by telling you that you don’t look so good lately?”

“Are you increasingly cynical and disenchanting?”

“Are you more short-tempered?”

“Are you seeing family members and close friends less frequently?”

“Is joy elusive?”

“Do you have very little to say to people?”

[www.adrenalfatigue.org](http://www.adrenalfatigue.org)

# The Internet

- There is some great information and many good resources that can be accessed via internet
- There is also a considerable amount of misinformation and mythology posted on the internet too
- How do you sort it out?

Become an InformMED™ Consumer With



Wellness Forum Health

# You Should Have InforMED™ Discussions About...

- Dietary choices
- Supplements
- Diagnostic tests
- Procedures
- Psychological issues
- Musculoskeletal pain and injury
- Vaccinations
- Pregnancy

***Any and all health-related issues!***

# Become InforMED™ With Wellness Forum Health

**Wellness Forum Health** is not funded by food manufacturers, agricultural organizations, or other institutions. The information presented is based on independent research and is not influenced by advertising or other forms of remuneration.

**Wellness Forum Health** is supported by fees for services delivered.

# Become InforMED™ With Wellness Forum Health

## Free Resources

- Pam Popper's weekly newsletter
- Video Clips

Become InforMED™ With  Wellness Forum Health

## Join and Become an InforMED™ Consumer!

- Membership is important!
  - access to courses designed to teach you how to evaluate information about diet, health, and medicine
  - science-based courses designed to help you to use optimal diet and lifestyle habits for health improvement and maintenance
  - access to members'-only website with dozens of video and audio workshops, recipes and resources
  - preferred pricing for events and conferences

Become InforMED™ With  Wellness Forum Health

## Join and Become an InforMED™ Consumer!

- We have the largest data base of InforMED™ Decision-Making resources in the world – over 3500 hours of programming and 2500 articles that help you in making better choices and taking control of your health
- 501(c )3 foundation – funds research on diet and health and assists economically disadvantaged people in accessing our programming
- World-renowned business partners in the areas of chronic degenerative disease, mental health, and musculoskeletal health

Become InforMED™ With  Wellness Forum Health

## Be Part of Our Consumer Advocacy Movement!

- We have been involved in changing laws at the state and federal level that impact consumer choice and public policy – there are many more laws to be changed!

representing a growing consumer group of millions of people gives us increasing leverage particularly in the area of public policy

- One major benefit: growing our group will allow us to enter the health insurance marketplace

# Become an InforMED™ Health Professional!

- Training programs for health professionals and people who want to become health professionals
- Educational courses on topics like Weight Loss, Women's Health, Autism, Sports Nutrition, Psychological Disorders and more!
- CME and CE programs for doctors, nurses, dietitians
- Business training for health professionals

## An Interesting Perspective

*“...While patients are grateful for new drugs and operations, what they really want is not to be patients at all. In this we are failing them.”*

David Barker, M.D.

# How to NOT be a Patient

## Reactive/Episodic vs Proactive/Intentional Healthcare

### Reactive/Episodic

- Wait until sick
- Suppress symptoms with drugs and surgery
- Change nothing – wait for next episode

### Proactive/Intentional

- Make health a priority
- Resolve health issues by addressing cause
- Work at maintaining health

***And practice InforMED™ Medical Decision-Making!***



# Wellness Forum Health

Join us!

Ask to see our complete catalog  
of programs and services and  
schedule a time to discuss and share your goals.

Let's join forces to change your health, your  
community's health, and healthcare in America!



Wellness Forum Health

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