

cardax

STATE OF REFORM

September 2018



**CAN WE BEND THE HEALTH CARE COST CURVE
WHILE IMPROVING STANDARD OF CARE?**





BENDING THE COST CURVE: IDEAS

- Single Payer
 - Government Rate Setting
 - Public Option
 - Consumer-Driven Plans
 - Insurance Across State Lines
 - Tort Reform
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BENDING THE COST CURVE

- Single Payer
- Global Budgeting
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- Insurance Across State Lines
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Highly Political !!

BENDING THE COST CURVE

- Single Payer
- Global Budgeting
- Primary Care Incentives
- Consumer-Driven Plans
- Insurance Across State Lines
- Tort Reform

Exercise and Diet?

Another Idea?

PHYSICIANS AGREE:

Key to longevity and lower health costs is

INFLAMMATORY HEALTH



Important New Example

10,061 Patient CANTOS Trial

- Cardiovascular patients on standard of care (including aggressive statin therapy)
- No change in lipids
- If inflammation (as measured by CRP) was reduced:
 - **25% REDUCTION IN MIs, STROKES**
 - **31% REDUCTION IN CV DEATH & ALL-CAUSE MORTALITY!**

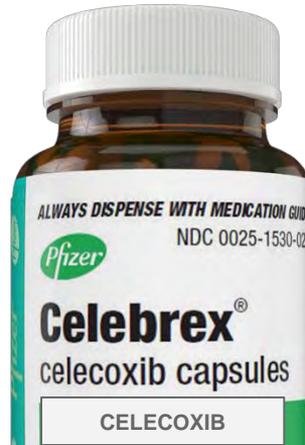
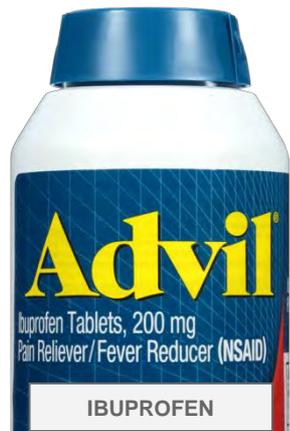
Response to The **CANTOS** Trial:

“It (this study) opens up an entirely new vista for the treatment of heart disease, because now everybody on the planet—in the pharmaceutical industry and in research institutions like ours and at the National Institutes of Health—are going to be looking to find anti-inflammatory therapies.”

- Dr. Steve Nissen, MD
Chairman of Cardiovascular Medicine
Cleveland Clinic

Washington Post, August 27, 2017

Why not manage inflammatory health
with other leading anti-
inflammatories?



Because of the risk of dangerous

SIDE EFFECTS

associated with chronic use



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HEART ATTACKS



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DAMAGE



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GI BLEEDS

STROKES

LIVER
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IMMUNE
COMPROMISE

and more...

There's NO anti-inflammatory that's safe for

CHRONIC USE

UNTIL NOW

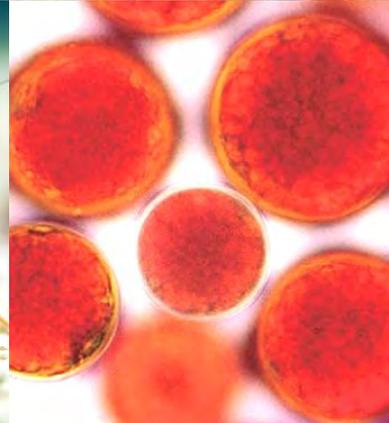
WHAT IS ASTAXANTHIN?

WHAT IS ASTAXANTHIN?

Astaxanthin is a naturally occurring marine carotenoid found in salmon, microalgae, krill, lobster, and crab.

Carotenoids are natural pigments that impart coloration and support animal health and vitality.

Astaxanthin is responsible for turning salmon and shellfish pink.



WITHOUT ASTAXANTHIN, SALMON ARE:

- Small
- Grey
- Have reproductive problems
- Prone to infections
- Too weak to swim upstream



ASTAXANTHIN SAFETY

No significant side effects have been reported in published human studies of astaxanthin

- FDA **GRAS** (Generally Recognized as Safe) designation
- Extensive safety testing
- Long history of use in humans and animals





**BENDING THE COST CURVE
IMPROVING STANDARD OF CARE?**

Reducing inflammation
in highest utilizers =



Cost Reduction

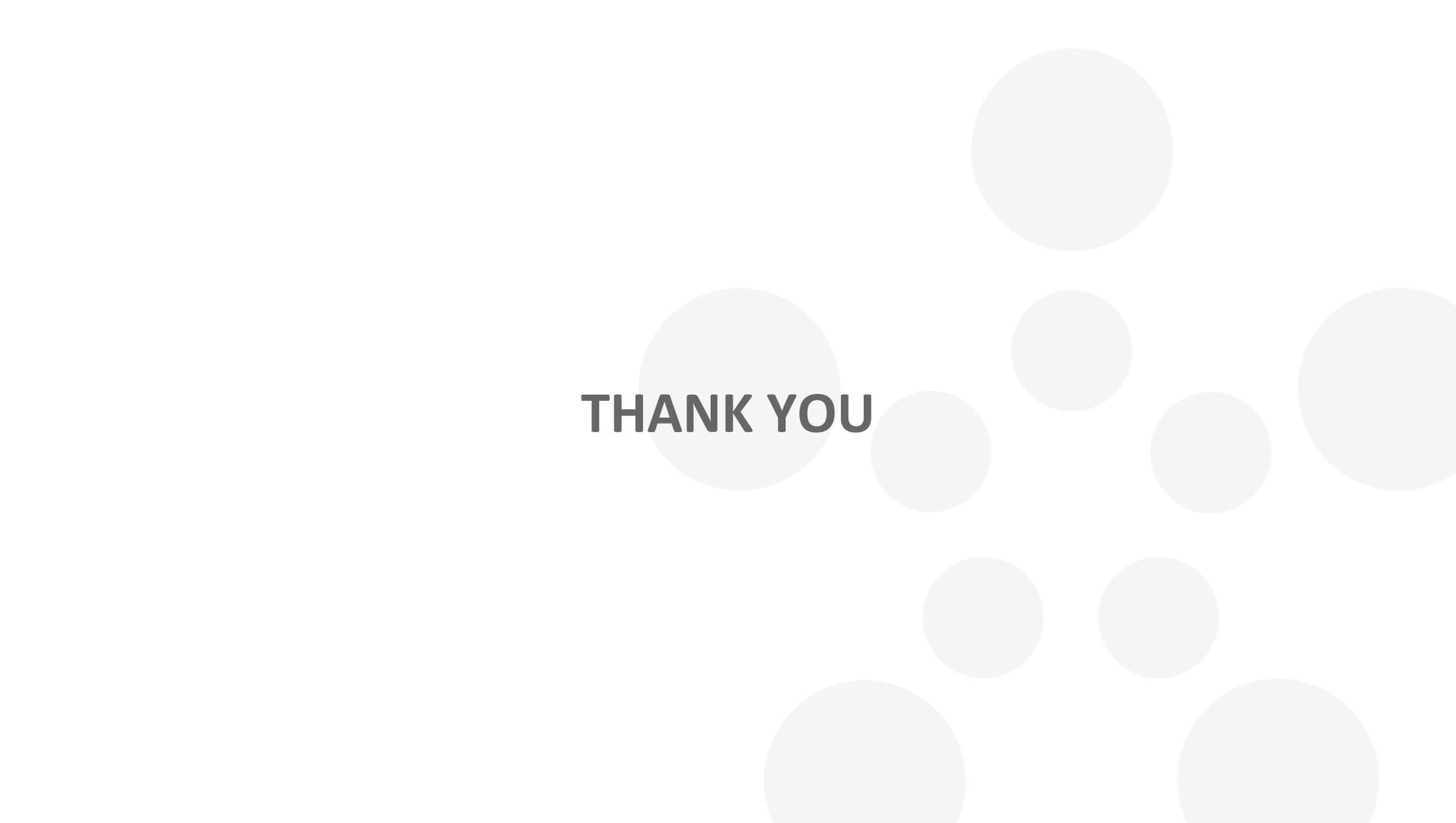
A black stethoscope is positioned on the left side of the slide, with its chest piece at the bottom and the tubing curving upwards and to the left.

BENDING THE COST CURVE
IMPROVING STANDARD OF CARE?

**Pharmaco-Economic Study of
Astaxanthin in High Utilizers?**

A black stethoscope is positioned on the right side of the slide, with its chest piece at the top and the tubing extending downwards and to the right.

THANK YOU



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