

RETHINKING MEDICINE™

by Krishnan Suthanthiran
President, CURE Foundation



“A healthy person has many wishes,
but the sick person has only one.”

— Indian Proverb

“Everyone deserves the best healthcare. Education is the most effective way to eliminate poverty and promote global understanding and peace.”

— Krishnan Suthanthiran

I recently received an email from Mr. Vijay Anand. He and his sister lost their parents when they were young and were raised by their grandparents. They live in India. Somehow they found my contact information and wrote to me regarding support for them to pursue their Bachelor's degrees in Engineering. Recognizing their situation, I have provided financial support for the last four years for both of them. Vijay graduated Sunday, April 18, while his sister will complete her Bachelor of Engineering degree in a month.

It is nice to see young adults take advantage of opportunities, become productively employed and prepare for their future.

Krishnan Suthanthiran

E-mail Communication, April 16th 2010

Dear Sir,

Hope you are fine. My job is going on well and everyone is fine at home. Recently I got a Gold Medal from my college for being the First in my Department. Next week Sunday we are having our Convocation Day.

I am highly delightful in becoming an Engineering Degree holder. This would have been only a dream for me if I had not got your support and great helping hand.

My sister is in her final days of college and it is expected that she will get the call from Cognizant Technology Solutions (where she got placed) by the end of June this year.

We are highly grateful to you as you encouraged us in realizing our dreams.

Truly Education has really given us great confidence and hope to lead a reasonably good life. We assure that we will also contribute for the education of the economically backward students in the society.

Warm regards,
S.Vijayanand,
Associate Software Engineer,
Engineering Services - Automotive Automarket,
Robert Bosch Engineering and Business Solutions

“Life is a gift from our parents. Our career is the outcome of what we do with the gift. We can look at every obstacle as an opportunity or every opportunity as an obstacle. Who we are, what we are, and where we are have a lot to do with the choices we have made and the ones we did not. We are born to live, and live to enjoy and cherish our gift.”

— Krishnan Suthanthiran

“What we have in the United States is not so much a health-care system as a disease-care system.”

— Ted Kennedy



I began my career in healthcare as a biomedical engineer at Howard University Hospital, Washington, DC, in 1972. I founded Best[®] Medical International in 1977 and created a family of companies collectively known as TeamBest. Since that time I have served as President and CEO. In 2007, I founded CURE Foundation, a 501(c)(3) non-profit organization committed to making quality healthcare and education affordable and accessible globally.



RETHINKING MEDICINE™

CURE Foundation Rethinks Medicine

CURE Foundation was established to create a more efficient delivery of healthcare through private, non-profit, non-governmental medical centers and express/mobile clinics. The Foundation will promote Total Health™ (prevention, early detection, effective treatment and total cure) and practice Proactive Healthcare™ (full transparency on benefits, clinical outcome and costs). In doing so, we will reduce the frequency of hospitalizations, emergency medical attention, intensive care, and acute care services, thereby lowering the cost of healthcare. In the U.S. we could save as much as \$500 billion a year from our current estimated \$2.5 trillion annual healthcare expenditures.



RETHINKING MEDICINE™

Why do we Need to Rethink Medicine™?

Americans consume significantly more medicine than the rest of the world. The U.S. government and Americans collectively spend approximately \$2.5 trillion per year for health, dental and other related medical expenses. The new U.S. healthcare reform is likely to increase the U.S. healthcare expenditure initially. Global healthcare costs are estimated to be \$10 trillion per year, and these numbers continue to increase significantly. Our population is aging, living longer and seeking more medical care.



RETHINKING MEDICINE™

Healthcare Costs Stifle Economies

Healthcare costs continue to increase each year. In spite of huge expenditures, no country in the world has a perfect system or balanced approach for healthcare. The increase in healthcare expenditures by governments puts a strain on their budgets' ability to expand their economies, create new jobs, and preserve existing ones.



RETHINKING MEDICINE™

Every Country Must Address the Spiraling Cost of Healthcare

In a global economy with increased competition from nonwestern nations, job creation and preservation will be a huge challenge for every Western nation. Western nations (U.S., Canada, and Western Europe) and Japan have enjoyed a significant advantage in technological superiority and ability to maintain a high standard of living up until now. By 2020 the U.S. and Canada will contribute only 25 percent to the global economy, and 40 percent will come from Brazil, Russia, India and China (BRIC countries), with the rest of the world contributing the remaining 35 percent. It is important for every country to address the spiraling cost of healthcare.



RETHINKING MEDICINE™

CURE Foundation has a Pathway to Reduce Healthcare Costs

CURE Foundation was established by Krishnan Suthanthiran in 2007. We will partner with governments as well as private, non-profit, and non-governmental organizations (NGOs). We plan to assist healthcare providers and institutions around the globe in creating a more efficient, cost-effective healthcare delivery system. Non-profit medical centers and express/mobile clinics will promote Total Health™ and practice Proactive Healthcare™, where benefits, clinical outcome and costs will be transparent for all to see. Please visit www.cure.lu for more information, including how you can be part of Rethinking Medicine™.



CURE Foundation's aim is to:

- **Reduce the cost of healthcare worldwide by 30 percent or more**
- **Launch the CURE Total Health™ Program**
- **Increase transparency through CURE Proactive Healthcare™**
- **Establish:**
 - **Medical centers and express/mobile clinics as non-profit, private, non-governmental organizations that are self sustaining**
 - **Preventive Care Specialists (PCS)**
 - **Geriatric Care Specialists (GCS)**
 - **CURE U.S. Health Corps**
 - **CURE International Health Corps**
 - **CURE Global Institute**
 - **CURE Global Standard of Care**
 - **CURE Global Purchasing Organization**
 - **CURE Global Insurance**



RETHINKING MEDICINE™

CURE Total Health™ Program

CURE's goal is to launch the Total Health™ Program, a pioneering effort to focus on prevention, early detection, and effective treatment to achieve total cure.



RETHINKING MEDICINE™

CURE Proactive Healthcare™

CURE-sponsored clinics will be committed to Proactive Healthcare™, a new ideology in which there is full transparency of benefits, clinical outcome, and cost. I believe by focusing on prevention and committing ourselves to integrity, we will be able to reduce healthcare costs globally, improving the lives of billions.



RETHINKING MEDICINE™

Preventive Care Specialists (PCS)

These individuals will have the qualifications comparable to a nurse; and their occupations could be that of a dietician, social worker, physical therapist, physical trainer, or dental assistant. By training preventive care specialists, we will focus on prevention of alcohol and drug abuse, obesity, diabetes and other disorders.



RETHINKING MEDICINE™

Geriatric Care Specialists (GCS)

These individuals will help maintain the health of elderly individuals by preventing accidents, improper and over-use of medications, and other problems. The aim is to reduce the number of unwarranted deaths due to medical mismanagement of elderly individuals.



RETHINKING MEDICINE™

CURE U.S. Health Corps (CUSHC)

Will enroll as many as one million Healthcare Volunteers in the U.S.



RETHINKING MEDICINE™

CURE International Health Corps (CIHC)

Will enroll as many as five million Healthcare Volunteers globally.



RETHINKING MEDICINE™

CURE Preventive Care

- Vaccines for immunizations.
- Vaccines for teenage girls and young women to prevent cervical cancer.
- Affordable diagnostic procedures to promote early detection.
- Annual physical exams.
- Access to low cost prescription drugs.
- Comprehensive dental care.



RETHINKING MEDICINE™

CURE's Medical Plan

- Preventive programs such as diet management, exercise, physical therapy, and healthy lifestyle, through education workshops and one-on-one sessions with individuals. These programs will help prevent obesity, alcohol and drug addiction, diabetes and other diseases.
- Medical and mental health treatments.
- Digital technology, electronic medical records and telemedicine.
- Optimal technology at a reasonable cost for the best clinical outcome.
- Incentives and bonuses to healthcare professionals based on clinical outcome and patient satisfaction.



RETHINKING MEDICINE™

Establish Medical Centers & Express/Mobile Clinics

We will deliver a Total Health™ Program by establishing Total Health™ medical centers, express and mobile clinics domestically and around the world. Each medical center will support express and mobile clinics as well. The CURE centers will focus on asthma, cancer, diabetes, vascular, cardiac and other diseases; and immunization for contagious diseases and cervical cancer; dental; hygiene; and healthy lifestyle. The CURE clinics will be staffed by doctors, nurses, social workers, dieticians, dentists, dental assistants, and other support staff. Our goal is to lower operating costs by keeping these clinics and medical centers open 16 hours or more per day, 7 days a week, and operating them as non-profit charitable trusts. Cutting-edge, optimal technology, electronic data systems, and digital technology will be used for the best clinical outcome. By reducing technical and infrastructure costs by 50 percent or more, we can reduce financing costs with low interest loans at 4–6 percent.



RETHINKING MEDICINE™

Train Medical Professionals

As part of CURE's mission to provide affordable healthcare and education, the foundation will initiate setting up universities, medical and technical training institutions. These institutions will train the needed medical and technical professionals to provide cutting-edge technology with their optimal use and deliver the best clinical outcome with significantly reduced costs. Furthermore, healthcare professionals will be paid salaries and receive benefits which are better than average for the industry. In addition, they will be provided no-cost education and training to continue expanding their skills. Bonuses will be paid to the staff based on patients' clinical outcome and satisfaction.



RETHINKING MEDICINE™

Create a Standardized Payment System

We need to establish a standardized global payment schedule for most procedures and publicize it, which will allow consumers and insurance companies to know the cost. Should an individual choose treatments or procedures that cost more than the standardized cost, the insured will have to pay the difference. Having such a system checks the medical professional's tendency of choosing high-priced options, which often produce no better clinical outcome but sometimes worse.



RETHINKING MEDICINE™

Address Drug Consumption

We need to unite and negotiate with pharmaceutical companies for lower drug prices. More than 90 percent of diseases can be treated with over-the-counter and generic drugs. We can further decrease costs by encouraging the use of generic drugs and conversion of prescription drugs to over-the-counter drugs whenever possible.



RETHINKING MEDICINE™

Encourage Evidence-Based Medicine (EBM)

Gimmicks-based medicine, costs significantly more than EBM, and often produces no better clinical outcome but sometimes worse. Generally, the higher the reimbursement of a procedure, the greater is its utilization, increasing the demand for higher cost procedures and technologies. This results in high cost of products, services and technology. Often our healthcare delivery is based on gimmicks driven by reimbursement.



RETHINKING MEDICINE™

CURE Global Purchasing Organization (CGPO)

CGPO will help hospitals around the world purchase the best quality products at reasonable prices and find the means to make them affordable and accessible.



RETHINKING MEDICINE™

CURE Global Standard of Care

CURE initiatives are designed to establish a global standard of care.



RETHINKING MEDICINE™

CURE Pathway

The Foundation will help establish medical centers and express/mobile clinics as non-profit, nongovernmental, private, self-sustaining entities to provide cancer, cardiac and vascular, diabetic, dental, orthopedic and other treatments. CURE clinics will focus on providing vaccines for preventing contagious diseases and cervical cancer as well as education for the prevention of diabetes, obesity, alcohol/drug abuse, and other diseases.



RETHINKING MEDICINE™

CURE Cancer Centers

The CURE Foundation plans to set up more than **1,000** cancer centers worldwide during the next ten years, starting in 2010, to significantly reduce the cost of cancer diagnosis and treatment. We will be partnering with existing hospitals, international agencies, public and private institutions and government.

CURE plans to open its first U.S. cancer center in Rockville, Maryland, by the end of this year.





No One Needs to Die of Prostate Cancer

**Presented in Ottawa,
Ontario, Canada on
March 30, 2010**

“The ability of Best family to create a comprehensive clinical programme for prostate treatment is so much welcome. The industrial oncology has been plagued by competitive attempts to eliminate other parties in making contributions to the good of patients. It looks like the BEST’s approach is well balanced and is walking its own walk, providing solutions that help patients, assist doctors and administrators in maintaining a reasonable cost-effective and medically sound practices...Congratulations!”

Alex Kania, Ph.D., Medical Physicist – Letter (e-mail) dated March 31, 2010

For more information, please visit

www.BestTotalSolutions.com www.TeamBestNews.com





ASPIRUS™
REGIONAL
CANCER CENTER

Passion for excellence. Compassion for people.

215 North 28th Avenue • Wausau, WI 54401

P 715.847.2866 • 800.283.2881 • F 715.847.2869 • aspirus.org

Krish Suthanthiran
Founder / President
Best Medical International, Inc.
7643 Fullerton Road
Springfield, VA 22153

10 April, 2010

Krish,

We have just completed our 250th prostate brachytherapy case using the BEST Medical International's 2301 Iodine – 125 seed for implantation.

I want to thank you and BEST for the high quality of product and service provided to us since September 2000. During this time, almost ten years, we have received:

- Personal attention when calling for assistance or questions
- An average ordered vs. measured activity ratio of 0.9998 with a standard deviation of 0.0161
- The flexibility to mix activities, stranded, and loose seed needle loading in a single plan
- Willingness to hear our ideas and work on product improvement; partnering to help provide quality services for our patients

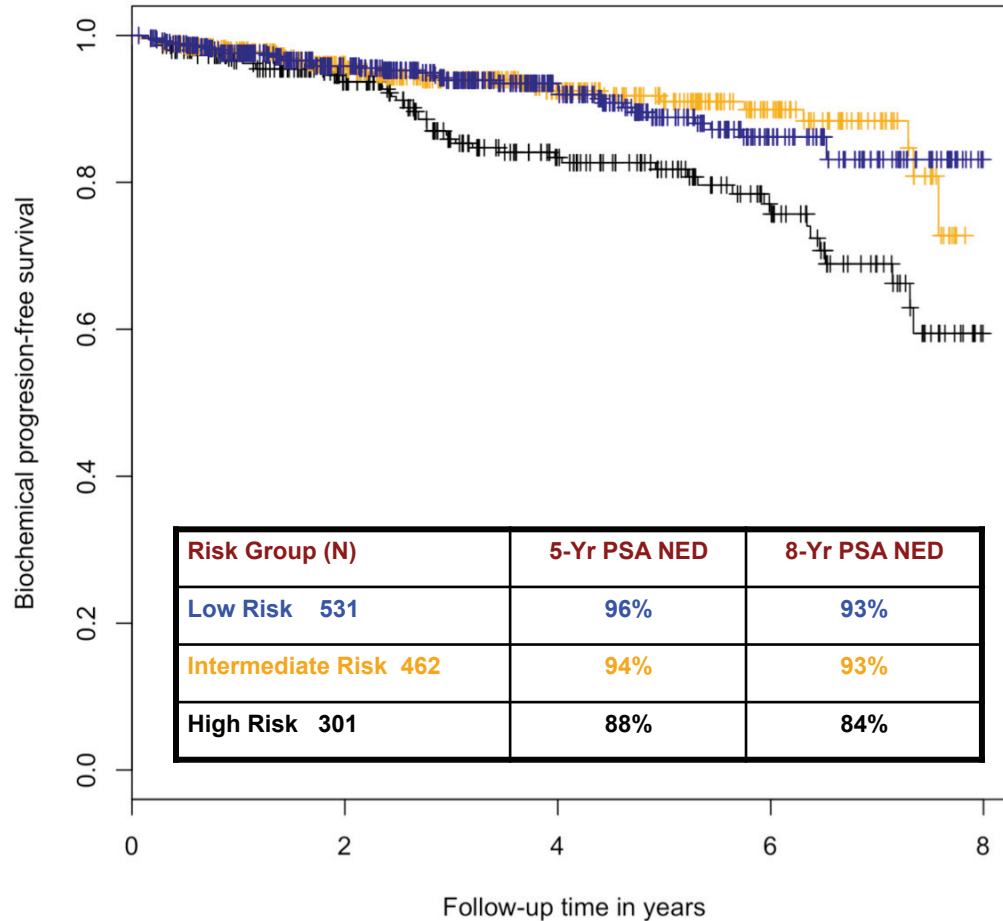
This combination of service, quality, reliability, and partnership keep BEST as our prostate seed vendor of choice. With your help we continue to surpass published benchmarks for 5-year, PSA relapse-free survival. We look forward to working with BEST in the future.

Regards,

Jeff Limmer, MS Ed, MSc, DABR
Chief Medical Physicist



Long Term Prostate Cancer Radiation Treatment Outcomes Beth Israel Medical Center (N = 1,291 analyzed)



RETHINKING MEDICINE™

How Can You Be Part of RETHINKING MEDICINE™?

Please join CURE Foundation in promoting the Total Health™ Program globally and reducing the ever-increasing cost of healthcare.

Visit www.cure.lu and www.TeamBestNews.com for more information, including how you can be part of Rethinking Medicine™.



“Piracy and organized crime coexist
legally in many parts of the world .”

— Krishnan Suthanthiran

This is a perfect instance of creation of a communication gap at different levels of a hierarchy.

From: Managing Director

To: Vice President

“Tomorrow morning there will be a total eclipse of the sun at nine o'clock. This is something which we cannot see everyday. So let all employees line up outside, in their best clothes to watch it. To mark the occasion of this rare occurrence, I will personally explain the phenomenon to them. If it is raining we will not be able to see it very well and in that case the employees should assemble in the canteen.”

From: Vice President

To: General Manager

"By order of the Managing Director, there will be a total eclipse of the sun at nine o'clock tomorrow morning. If it is raining we will not be able to see it in our best clothes, on the site. In this case the disappearance of the sun will be followed through in the canteen. This is something we cannot see happening everyday."

From: General managers

To: Industry Managers

"By order of the Managing Director, we shall follow the disappearance of the sun in our best clothes, in the canteen at nine o'clock tomorrow morning. The Managing Director will tell us whether it is going to rain. This is something which we cannot see happen everyday."

From: Industry Managers

To: Location heads

"If it is raining in the canteen tomorrow morning, which is something that we cannot see happen everyday, the Managing director in his best clothes, will disappear at nine o'clock."

From: Location heads

To: Marketing Executives

"Tomorrow morning at nine o' clock, the Managing Director will disappear without his clothes. It's a pity that we can't see this happen everyday."