

# RETHINKING MEDICINE™

## Best® CURE Foundation Rethinks Medicine

Best® 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). We will present a pathway for Canadian provinces and individuals to reduce healthcare costs by 30 percent by the year 2020. The purpose is to have the cost of healthcare in 2020 reduced to approximately 35 percent or less of the provincial budget so that provinces can allocate more funding for job training, preservation and creation, as well as for education, infrastructure and other needs.

### Why do we Need to Rethink Medicine™?

Americans and Canadians consume significantly more medicine than the rest of the world. The Canadian government and citizens spend an estimated \$250 billion per year for health, dental and other related medical expenses. The U.S. government and Americans collectively spend approximately \$2.5 trillion per year for similar needs. The new U.S. healthcare reform is likely to increase the U.S. healthcare expenditure initially. Canada and the U.S. collectively could spend as much as \$3 trillion annually. 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.

### Healthcare Costs Stifle Economies

Provinces in Canada spend between 40 to 50 percent of their annual budgets for healthcare, and these 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.

## **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 (Canada, U.S., 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.

## **Best® CURE Foundation has a Pathway to Reduce Healthcare Costs**

Best® CURE Foundation was founded 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](http://www.cure.lu) for more information, including how you can be part of Rethinking Medicine™.