

# Obesity Crisis: Resolution Strategies

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With estimates as high as 40% of the American population being clinically obese, from the aspects of healthcare expenses and its impact on public health, the problem must be addressed.

Simply, unless the causes of a chronic disease are identified, prevention/cost effective treatments/cures cannot be initiated.

The following are provided to initiate discussions for how biomedical research can dramatically reduce the instances of obesity.

- Accept the Reality: Obesity Is a Disease Driven By Disruption of Adipose Cells.
- Additives in Food Chain; e.g. for discussion - bromination
- Enzyme Mutations or Deficiencies; e.g. for discussion - zinc factor
- Food Addiction: Refer to the following for discussion purposes  
<http://www.mcfip.net/upload/CVA%20-%20Food%20Addiction%20xx.pdf>

## Current

- Focus on caloric intake, low fat diets and cardiovascular metabolic rate.
- Health club and gym-like membership using a fee-for-service strategy

## Essential Strategic Needs

Shift focus onto precision nutrition for cellular health.

Establish a resting metabolic rate (RMR) to provide personalized targets for physical activities and to guide planning for nutrition that can alter RMR. Note: The appropriate RMR is required to allow for activation of

granzymes A - G and two additional enzymes to prevent/treat/cure 70+% of all chronic diseases.

Chronically ill cells will result in chronically ill individuals.

## Summary

Fee-for-service reimbursement and healthcare supply chain expenses have resulted in unsustainable and escalating US healthcare costs. Documentation to support this assertion can be proved to interested parties for verification.

By applying scientific facts, the corporations that are implementing initiatives to capitalize on the need to prevent/treat/cure chronic diseases will become leaders in global economic strategies.

The following is provided to support the need for scientific facts to replace decades old misconceptions.

<http://www.mcfip.net/upload/Obesity%20Related%20Epigenetic%20Activities%20x.pdf>

Note: The fee-for-service reimbursement model prevents efforts to mitigate the obesity crisis. Simply, the disease is “big business” and few entities are pursuing strategies that can capitalize on its resolution.