

HEALTH CARE IS THE SECOND LEADING CAUSE OF DEATH IN AMERICA

LEARN WHY . . . AND DON'T BE THE NEXT VICTIM

Story Ideas

- ***Prescribed a Drug? Four Lifesaving Questions You Must Ask Your Doctor Now***
 - How and when will we know if it's working for me?
- ***Are You Being Treated for the Wrong Medical Condition?***
 - Misdiagnosis contributes to one death in eight.
 - The perfect treatment for a disease you don't have doesn't help.
- ***Protect Yourself From Two Potentially Fatal Problems That Doctors Too Often Ignore***
 - Many treatments work for only half the people.
 - Many treatments have serious side effects.
- ***What Could John Madden Teach Us About Health Care?***
 - He joyously shared the inside story with spectators. You may have trouble getting your own medical records and test results.
- ***Are You Safe from America's #2 Killer?***
 - Doctors' hidden assumptions about you are almost certain to hurt you -- and may even kill you.
- ***Medical Errors Kill. Can You Dodge the Bullet?***
 - Four danger spots bear watching.



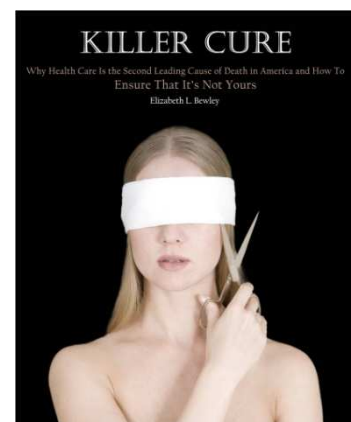
Elizabeth L. Bewley was an executive for 20 years at Johnson & Johnson. She holds an MBA from Columbia and earned a six-sigma black belt for process excellence. Her advocacy for individual-centric care is informed by her own near-death experiences -- including one resulting from a bicycle crash at 44 mph.

Her book ***Killer Cure*** reveals hidden assumptions and outdated attitudes embedded in the health care system that result in hundreds of thousands of needless injuries and deaths every year.

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Elizabeth L. Bewley

Elizabeth L. Bewley founded Pario Health Institute in 2008. Her work focuses on catalyzing change so that health care in the U.S. becomes more individual-centric, resulting in a health care system whose purpose is *to enable people to lead the lives they want*.

A twenty-year veteran of health care icon Johnson & Johnson, she won the Chairman's Award for her unique and actionable strategic insights into the rapidly changing, volatile health care environment.

She was recruited to serve on industry task forces of the National Quality Forum which published three *CEO Survival Guides* for hospital CEOs on the topics of Personal Health Records (PHR), performance measurement, and Pay for Performance (P4P). Elizabeth has been recruited as an advisor to national health policy conferences and has spoken by invitation at many such events.

In 2010, Elizabeth authored *Killer Cure: Why health care is the second leading cause of death in America and how to ensure that it's not yours*. Her first health care work, *Solving America's Health Care Problems* (1996), is available for download at www.pariohealth.net. In it she predicted many current trends in health care nearly a decade before they started to make headlines.

Previously Vice President, Strategic Planning for a unit of Johnson & Johnson, Elizabeth has held leadership roles in finance, operations, information management, process improvement, and strategy. She served on the management boards of two Johnson & Johnson business units, and oversaw initiatives with budgets of up to \$200 million.

A hallmark of her work is her ability to see underlying patterns that typically escape notice, and to create significant and unique insights that resonate broadly. Her audiences praise her for making complex and convoluted topics clear by drawing on stories and unexpected analogies. (The index to *Killer Cure* reveals references to John Madden, Goldilocks and the Three Bears, Star Trek, the Rolling Stones, Sleeping Beauty, Rodney Dangerfield, and the Wizard of Oz, among others.)

Elizabeth earned an MBA from Columbia, completed subsequent graduate work in health policy, and has an undergraduate degree in Accounting/Finance from Excelsior College. She is also a certified Six Sigma Black Belt.

Learn More



www.killercure.net



www.elizabethbewley.net