



**CarpeVITA**  
Take Control Of Your Life

# **Prevention: The Only Real Route to Wellness**

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## What is Prevention?

Prevention is the key to health. If you can prevent disease, you can live in a state of optimal wellness, and then health just becomes maintaining the healthy lifestyle choices that led to that wellness in the first place. By being proactive with your health, you can actually create your optimal health.

“An ounce of prevention is worth a pound of cure.”

~Benjamin Franklin

## Who is Responsible For Prevention?

There is much talk about prevention these days, leading us to the question, “Who is responsible for prevention?” We’ll look at prevention from many different perspectives to answer that very question.

### **The Discerning Facts**

According to the CDC...

- “Seven out of 10 deaths among Americans each year are from chronic diseases (such as cancer and heart disease), and almost one out of every two adults has at least one chronic illness, many of which are preventable.”
- “Almost one in every three children in our nation is overweight or obese which predisposes them to chronic disease and the numbers are even higher in African American and Hispanic communities.”
- If we continue the way we have been, the future doesn’t look so bright for Americans. That’s why one of the new buzzwords is “prevention,” which means increasing awareness, making changes that support the body in avoiding disease, and creating an environment that promotes good health habits.

## **But Who is Responsible for Prevention?**

The only way we will really achieve wellness and prevention is for everyone and every entity to work towards it. As the CDC points out, “Prevention should be woven into all aspects of our lives, including where and how we live, learn, work and play. Everyone—government, businesses, educators, health care institutions, communities and every single American—has a role in creating a healthier nation.”

Here’s a quick look at what each party can do to play a role in creating a healthier America through prevention:

### **Individuals**

- Managing weight
- Getting consistent physical activity
- Eating a healthy diet
- Getting proper sleep
- Properly managing stress
- Avoiding smoking
- Drinking moderate amounts of alcohol
- Having healthy relationships
- Driving safely
- Leading a healthy lifestyle
- Providing a healthy home for your family
- Creating a violence-free environment
- Knowing your genetic susceptibility to certain diseases

[Click here to learn more about what you can do as an individual to prevent disease.](#)

## **Clinicians & Healthcare Institutions**

- Offering genomic testing for patients
- Educating patients about preventive options
- Staying educated on preventive solutions that can assist patients
- Providing childhood immunizations
- Offering mammograms, colonoscopies, pap smears and prostate screens. (NOTE: This is not so much preventative as it is screening for early stages of disease, but interventions and disease management can serve as a way to prevent further acceleration of diseases)

## **Businesses & Organizations**

- Limiting employee exposure to toxins
- Offering employee wellness programs
- Providing safe, healthy worksites
- Creating a violence-free environment

## **Government & Communities**

- Raising taxes on cigarettes
- Mandating seatbelt use
- Restricting alcohol sales to minors
- Building bicycle paths
- Eliminating sales of sugary beverages in schools
- Offering tobacco cessation programs
- Improving access to healthy foods
- Offering wellness training and education
- Ensuring we have clean air and water
- Creating safe outdoor spaces for physical activity
- Maintaining a violence-free environment

## **What is the Government Doing?**

The Affordable Care Act's Prevention and Public Health Fund is the nation's largest single investment (\$14.5 billion) to date in prevention, with the goal being to improve the health of Americans and prevent chronic disease over a 10 year period by mandating certain preventive measures and supporting community programs that reduce obesity and tobacco use and increase physical activity and nutrition compliance.

By making changes that reflect healthier choices in housing, education, transportation, environment, access to healthy food, and the workplace, this fund will help to bring America's focus to be more on wellness and prevention instead of on its current focus, which is on sickness and disease.

## **Who Benefits From Prevention Strategies?**

The bottom line is everyone benefits from making steps toward preventing disease. Let's look at a breakdown:

**Adults & Employers** benefit because preventing disease allows people to be more productive at work and miss less days of work. It allows people to enjoy a better quality of life so that they can be happier and better able to accomplish their daily activities.

**Children** benefit because they miss less school and they are better able to learn when they are healthier and engaging in healthier lifestyle choices. No child should have to endure diseases like obesity and diabetes, and too many of them are today. With prevention, children can thrive and enjoy being children.

**Seniors** benefit by prolonging their independence and maintaining a much more enjoyable quality of life. The "young seniors" you see out and

about are usually the ones who have taken good care of themselves and may have prevented disease without even realizing it just because they lead active and healthy lifestyles.

## Prevention Tips For Optimal Wellness

Prevention is the primary key to optimal health because when you can prevent an illness or disease, you don't have to find a way to treat it. Treating a health condition may or may not work, whereas not getting a health condition in the first place ensures success.

Prevention and wellness go hand-in-hand, and a wellness state is made possible by leading a life of healthy lifestyle habits. Here are our best prevention tips for optimal health:

### **Prevention Starts With Prediction**

When we can predict a health condition, we can make informed decisions that give us the opportunity to prevent it. That may seem impossible, but with the latest science, it is becoming more and more doable everyday.

With the study of genomics, our DNA can provide insights into diseases we are genetically predisposed to, as well as the treatments and nutrients that would benefit each person the most. With a [CarpeVITA Genomics GenoTest](#), for example, a simple saliva test can provide this information, and then each individual and their healthcare provider(s) can work together to create a personalized health plan that just might prevent those diseases that they are more likely to get.

### **Ensure You're Getting the Nutrients You Need**

Although a genomics test can serve as a tool to help you prevent those diseases a person is genetically predisposed to, it does not help prevent diseases and health conditions that can result from poor lifestyle choices

and environmental conditions. That's why we still need to make healthy lifestyle choices on a day-to-day basis.

Nutrients provide the body with the support it needs to stay healthy and function properly. There is no substitute for eating nutritious foods, and staying away from unhealthy foods is just as important. [Here are some tips for helping you choose the right foods.](#)

Supplements are another way to get the nutrients your body needs. It's not a substitute for eating healthy foods, but it is a good idea to "supplement" your healthy diet with supplements. That's because the nutrient content and quality of most foods that are grown today are low compared to those of a hundred years ago. Our farming methods have depleted the nutrients in our soil, leaving our produce to be less nutritious.

Herbal supplements help improve nutrient deficiencies while supporting the body's natural ability to heal itself and perform optimally. Instead of covering up symptoms, supplements work on the cause of the issue. They can be used to prevent and treat a multitude of health conditions, however self-treatment is not advised. When taken properly, supplements can transform your health and wellness, but when taken improperly, they can cause issues. That's why we recommend working together with a healthcare provider. You can learn more about supplements in the following articles:

[How to Choose a Quality Supplement](#)

[How to Know What Supplements You Should Take](#)

[Does it Matter if Supplements Are GMO-Free?](#)

## **Movement Tunes the Body Up for Optimal Health**

We all know that when a car isn't used consistently, it will not work properly. The same is true for our bodies. Without consistent movement, our systems start to shut down, and then it becomes more and more difficult to perform normal everyday tasks.

The best exercise is movement that is engaged in throughout the day instead of all at once. So many of us are programmed to work out at the gym for 45-60 minutes before or after work, and while that is better than nothing, it isn't sufficient if you work a job that requires you to sit all day. The more we engage our muscles throughout the day, the healthier we will be. If you have a job that requires you to sit for many hours at a time, break up that time by doing stretches and small walks every hour. When you try this, you will probably notice a big boost in your energy, your mental clarity, your overall health and even weight management. Learn more here: [Is Too Much Sitting Killing You?](#)

## **The Key to Prevention is Prediction**

These days, prevention is the true key to health because we have an increased life expectancy and we want those extra years to be enjoyable, while at the same time, we lead a more sedentary lifestyle and eat less healthy foods than people did one hundred years ago. But it's hard to know what prevention strategies to use when there are so many health conditions to prevent. So what is the key to prevention?

### **Are Health Screens the Answer?**

Health screens help people recognize when a disease has entered the body and help to prevent further development and deterioration in an effort to reverse or halt the issue. But not every disease is reversible and taking that route can be long, arduous and costly, not to mention

disruptive to one's life. The real avenue to health is to prevent diseases from arising in the first place.

### **But How Do We Know What to Prevent?**

Everyone responds to treatments and prevention methods differently, and different people will get different diseases based on their family history, lifestyle and personal genetic makeup. One person can try to prevent heart disease but then end up with diabetes, and another person might put effort into a general prevention strategy but neglect certain lifestyle changes unknowingly that would have allowed them to prevent cancer. Someone might take a vitamin that they don't even need simply because they have heard that it does great things, while neglecting to take something that they are actually deficient in. So how do you know what you should be trying to prevent?

Until we know how to predict what we need to prevent, it's all just a guessing game. That's why the key to prevention is prediction. When you can predict your risk factors for certain diseases, you know what you need to work on, and then you can work together with your healthcare provider(s) to develop a personalized care plan that removes the guesswork and makes your prevention plans more effective.

### **The Formula for Health**

With the study of genomics and genome sequencing, we have come a long way in the science of healthcare, and we can now make predictions about genetic risk factors with a decent amount of accuracy. The more people participate in sharing their genetic data, the more accurate our predictions will become (one of the many reasons it is so important to share your data).

Here's the formula to health:

Predicting Risk Factors + Personalized Care Plan = Prevention (i.e. Health)

## **Precision Medicine is the Healthcare of the Future**

The study of the human genome is also known as precision medicine. It allows healthcare providers to provide better healthcare that is more personalized and more effective at predicting, preventing and treating the health of their patients. As more data is collected, genomics will become more and more precise at predicting the health conditions that each of us could encounter in our lifetime.

## **More Informed Decisions**

The more informed something is, the more effective it can be, and usually the easier the path is to make it happen. Since precision medicine allows physicians to make more informed decisions, they can provide more effective care for their patients.

By predicting the risk factors that are genetically probable for their patients through genomic testing, physicians can come up with a personalized care plan for their patients that is more informed and therefore more effective. They can take into account the health risks that they are more susceptible to, along with their family history and their lifestyle to determine the best course of action for their preventative plan.

Physicians can also use genomic data about their patients to make informed therapeutic decisions and to prescribe with more confidence. Instead of prescribing by trial and error, doctors are able to know their patients' responses to medications according to genetic makeup before even prescribing them. This helps to reduce adverse drug reactions and

the wasted time and money that is spent on trying different treatments and medications.

### **Predict Before You Prevent**

As you can see, it doesn't make sense to try to prevent everything without first predicting what might come up for you as an individual. While we should all take measures to make healthy lifestyle decisions in our lives, we also need to understand our genetic makeup so we can take extra measures to prevent those conditions we are more likely to end up with. Start with prediction and prevention becomes easier and more effective!

### **The Role of Prevention in Community Health**

The Prevention Strategy that was put in place by the Prevention and Public Health Fund is working to achieve the following:

- Addressing the factors that influence health, such as lifestyle choices and everything that affects those choices like the availability and affordability of healthy foods, workplace conditions, environmental conditions, housing, health education and transportation
- Transforming the way we go about medical care in America – focusing on wellness and prevention instead of sickness after the fact
- Preventing disease, detecting it early and managing conditions that do arise before they become severe
- Providing communities with the resources they need to promote healthy lifestyles
- Making sure healthy choices are easy, accessible and affordable in each community

Having a community-wide focus on prevention not only has the power to improve the health of our nation but also the quality of life and prosperity we can enjoy. When we are healthier, we are happier and more productive and our healthcare costs are reduced since we require less medical care.

Prevention programs help to keep Americans healthy at every stage of life. For example, healthy communities have children who miss less school and get better grades, adults who miss less work and make a better contribution to society, and seniors who maintain their independence and are able to stay in their homes longer.

Any prevention strategy must include the following key initiatives in order to be successful:

- Evidence-based interventions for preventing chronic diseases
- Tobacco cessation services
- Obesity prevention and fitness education
- Preventing drug abuse and excessive alcohol use
- Healthy eating
- Active living
- Injury and violence-free living
- Reproductive and sexual health
- Mental and emotional wellbeing
- Immunization expansion
- Employer wellness programs and increased employee participation
- Technology that supports these directives
- Training of healthcare providers to focus on well-care instead of just sick-care
- Develop ways to predict disease before it comes up
- Improved transparency so that healthcare consumers know what they are getting and for what cost
- Patient participation and compliance

All of these initiatives are accomplished with [CarpeVITA's Health Networks](#) using our CV4P™ approach. [CV4P™](#) stands for Prediction, Prevention, Personalization and Participation. When those four things are the focus of healthcare, individuals and healthcare providers are able to work together in unique ways to bring about new levels of health and wellness.

All in all, Americans can expect a growing amount of emphasis on prevention in the coming years. It will provide numerous benefits for the health of our nation, some of which include:

- **Healthier & Safer Community Environments** – This includes every environment in the community, such as workplace environments, ethnicities, groups and geographic populations to name a few.
- **Expanded Access to Clinical and Community Prevention Efforts** – This is made possible by opening up more programs and access to those programs so that everyone can attend
- **Empowering People to Make Healthy Choices** – To do this, new resources and information are being provided to help people make healthy lifestyle choices.
- **Eliminating Health Disparities** – This is achieved by making healthy choices possible for all ethnicities and minorities.

## P4 Health: The Change Our Healthcare System Needs

Healthcare challenges have never been so real, but it has never been so revolutionary either. A shift is taking place that is bringing health, wellness, science, technology, engineering and mathematics together to solve the challenges of global health. This shift is called P4 Health, otherwise known as P4 Medicine, and it will literally revolutionize the healthcare industry, pharmaceuticals, biotechnology, diagnostics, healthcare technology, health insurance, therapy, prevention, wellness, nutrition, assessments of environmental toxicities, and academia and medical schools.

Personalized medicine is a big part of P4 Health, as you will see when we answer the question, “what is P4 Health?” It is bringing together the four key P’s of health: Prediction, Prevention, Personalization and Participation. When these four concepts exist, healthcare competency is elevated, healthcare costs come down, and our healthcare system moves from reactive to preventive.

## **Prediction**

P4 Health is data driven, utilizing billions of patient data points, from which scientists are able to create predictive models that will take healthcare to new heights. It puts each person as their own control for disease assessment, instead of relying on the data of studies.

This is made possible with the digital information derived from genomics, which is the study of the genome and the role they play in biology and disease, as well as the environmental information that modifies that genetic information. It's biology and technology working together to create diagnostics that allow for early detection and preventive strategies.

## **Prevention**

Through genomics and systems approaches, preventive drugs and new vaccines will surpass current options. With the power to predict disease, we are then able to prevent disease at the earliest stages.

## **Personalization**

With each person acting as the control in what is essentially their own individual study, the information generated from their personal DNA will lead the way to predictions and care that is based on their unique genetic makeup. In this way, they can focus on preventing the specific diseases they are more likely to get and they can integrate the treatments that will work for them as an individual.

## **Participation**

Patients will be able to participate in their own health in new ways, and it will be necessary for them to do so for P4 Health to work. Technology and

tools will be provided to empower patients to take a more active role in optimizing their state of wellness.

## **Digitalization Transformation**

The digitalization of biology and medicine are making P4 Health possible, and Lee Hood from the Institute for Systems Biology in Seattle, WA, states that it will “transform medicine even more than digitalization transformed info technologies and communications.” This is because it is making it possible to analyze single molecules, single cells, single organs and single individuals. Digitalization will also serve to lower healthcare costs.

## **The Role of Genomics in P4 Health**

Genomics is the science that is leading this personalized health transformation. It allows scientists to evaluate an individual’s DNA to make predictions based on diseases the individual is genetically predisposed to and the treatments and medications that are likely to work best for the individual. A [CarpeVITA GenoTest](#) can be taken with a simple saliva sample, and then individuals can work together with their health provider(s) to create a more effective, customized plan of care.

## **Environmental & Lifestyle Factors**

It is important to point out that personalized medicine does not take into account environmental and lifestyle factors that could lead a person to develop a disease, and that if a genomics test finds that you are not genetically predisposed to a disease, it does not mean that you won’t get the disease due to environmental and/or lifestyle factors.

For this reason, it is important to engage in healthy lifestyle habits, refrain from unhealthy lifestyle habits and avoid unhealthy environmental factors. With the help of your physician, consider taking herbal supplements to

support the body's natural ability to heal itself. Eat a healthy diet, get consistent exercise, don't smoke, reduce the stress in your life, and give your body the sleep it needs to rejuvenate each night.

Personalized medicine approaches are already available, and through the [CV4P™ model](#), CarpeVITA is one of the leaders of this P4 Health approach.

## Take Control of Your Life the CV4P™ Way

With personalized medicine, the focus is on prevention and wellness. By understanding your risk areas, you can change your lifestyle habits to help prevent those diseases from occurring. It's healthcare designed specifically for you!

By adopting the concept of P4 Health and the CV4P™ model for yourself, you'll center your health and wellness around Prediction, Prevention, Personalization and Participation. It's time to Carpe Vita, which means "Take Control of Your Life!"

## About CarpeVITA, Inc.

CarpeVITA, Inc. is setting the standard for healthcare outcomes by providing services that encourage prediction, prevention, personalization and participation.

### **Our CV4P™ Approach**

CV4P™ provides the bridge every health care professional and patient needs to Predict, Prevent, Personalize and Participate in their health. It provides individuals with a customized roadmap to optimal wellness.

CV4P™ is about helping people reach and maintain wellness to improve population health and individuals, families, companies, communities and healthcare providers on the right track.

## **CarpeVITA Health Networks**

A CarpeVITA Health Network is an integrated medical network that facilitates our CV4P™ approach to health and wellness. In a CV Health Network, the fragmented parts of the current healthcare system become coordinated, procedure-oriented care becomes outcome oriented, reactive care becomes proactive care, and provider-payer conflicts become alignments. Patients, Physicians, Healthcare Systems and Complementary Providers all benefit from using the CV Health Network model.

**Contact Us Today to See What We Can Do For You!**

Call Toll Free: 844-P4CARPE

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