

# Private Pay vs Insurance

Novel AD Approaches NOT Covered

*“Insurance Coding and Coverage Often Lags Behind the Development of New Science.”*



Insurance medical coverage, both private and Medicare, provide coverage for “standard-of-care” procedures, diagnoses, and medicines. It often takes years for new techniques to be approved by insurance. New techniques do not always imply new drugs but can also mean new ways of applying

existing procedures to a difficult disease like Alzheimer’s.

Our doctors searched through and continues to review the medical literature for methods to diagnose and treat AD. We do not limit our approach to those covered by insurance as patient well-being is our **only** objective.

## Private Physicians

These physicians endeavor to improve patient outcomes and doctor - patient relationships.

Their objective is to shift patient care to a disease prevention and outcome-based model by redefining and re-pricing medical services in ways not possible with insurance. This innovation is aimed at:

- improving the depth, breadth, and quality of patient care and care coordination;
- strengthening the bond between patients and their physicians;

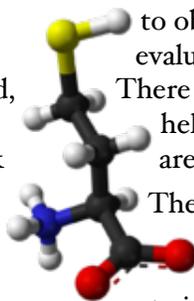


- empowering patients as health care consumers; and
- reducing patient long-term costs through diligent prevention.

## Homocysteine - Key to Alzheimer’s but NOT Covered!

Homocysteine is a strong predictor for the potential to develop Alzheimer’s. A 2002 study showed that as homocysteine increased in the blood, so did the future potential for AD. An increase in homocysteine of “5” translates to a 40% greater risk for Alzheimer’s.

The homocysteine test is approved by insurance for cardiovascular disease. However, this test is NOT covered for Alzheimer’s. The only way



to obtain this test as part of an AD evaluation is to pay for the test privately. There are many other such important tests that help determine Alzheimer’s root-causes that are not covered.

The prescriptive nature of insurance coverage means that “healthcare” is really “sickcare,” because doctors are not given the tools to prevent many diseases.