

# *Smart Health Management Learning Tools*



♥ **WellnessCare Training®**

# Focus of Today's Presentation



**WellnessCare Training®**

**Morph2Health®**

- To promote **WellnessCare Training®** programs as integral partnership components of all **health** plans
- To promote our **Morph2Health®** software as an easily accessible “physician’s extender”, that creates and sustains a *patient/physician healing partnership*
- To raise capital to pay for the coding and beta testing of the neural networked software version, 2.0

# Presentation Points

- A.** Dr. James' background
- B.** The problem that gave birth to the integrative partnership approach:

♥ **WellnessCare Training®**

**Morph2Health®**

- C.** Status and plans for Service/Product Concept
- D.** Benefits to users and healthcare providers
- E.** Corporate Partners
- F.** Proprietary Research Algorithms

**A.**

## **James A. Arond-Thomas, M.D.**

- **M.Sc., Autonomic Psycho-Pharmacology (1970)**
- **M.D., Ohio State University (1970)**
- **Internship in Psychiatry and Medicine at Bellevue Hospital and NYU Medical Center (1970-71)**

## **James A. Arond-Thomas, M.D.**

- **NIMH Research Fellow  
(1971-74)**
- **Medical Resident, Harper  
Hospital (1974-76)**
- **Associate Professor of  
Pharmacology at Wayne State  
Medical School (1974-84)**

# James A. Arond-Thomas, M.D.

- **Founded Center for Contemporary Medicine (1982) as a private medical practice of behavioral medicine and oncology**
- **Founded Applied AutoGenomics (2001) to market and distribute the synthesis of 23 years of continuous practice/research experience, focused on biopsychosocial interventions that produce *wellness* outcomes:**

♥ **WellnessCare Training® Programs**

**Morph2Health®**

## **B.** The Problem of Sustaining *Health* and *Wellness* When Cancer is Present

- **Confusion** about what *health* is and is not
- **Sickness care masquerades as *WellnessCare***
- **Declining *health* status of average American and increasing fear of **cancer****

# Primary Causes

- *Lack of a comprehensive, integrated definition of “health and wellness”*
- *Emphasis not on wellness promotion for the whole person, but on physical disease removal*
- *Patients feel out of control around their own health, and lack knowledge and skills to achieve wellness and reduce fear*

# Secondary Causes

- *Patients accept the role of passive recipients of “sickness” care, which blunts effective wellness promotion*
- *Providers fail to facilitate patients’ roles as active leaders in their “WellnessCare”*
- *Lack of benchmarks defining the road leading to higher levels of wellness*

# Opportunity and Need

WellnessCare Training® ♥ Morph2Health®

- ***Empower patients to take responsibility for maintaining their own health***
  - ***Provide 24/7 access to their own medical information***
  - ***Explain the implications of the information***
  - ***Provide alternative life-style choices***
- ***Produce knowledgeable patients that utilize health care services more productively***

# Approach

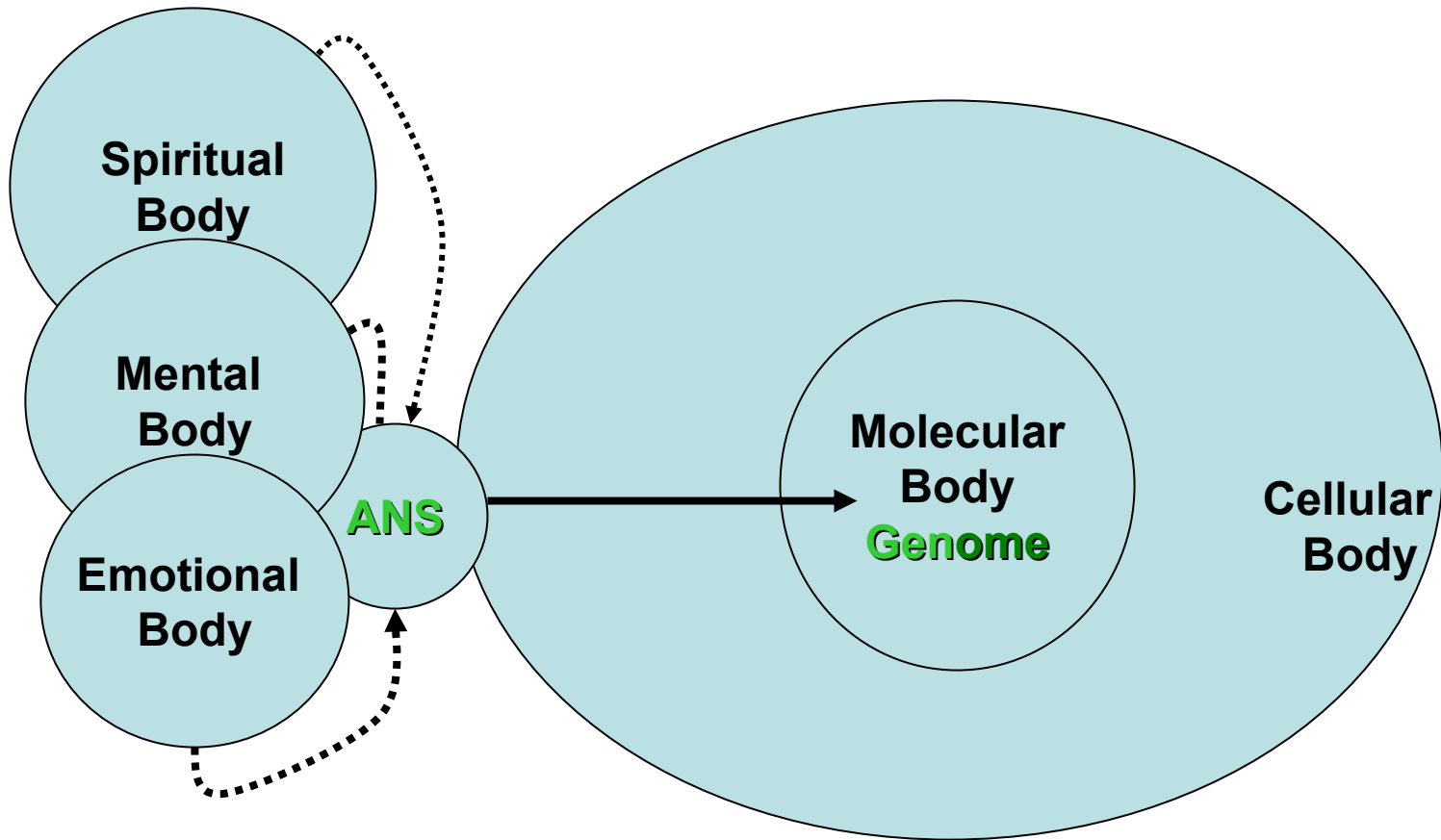
*WellnessCare Training*® ♥ *Morph2Health*®

Based on an evidence-based,  
5-bodied, **autonomic** model  
of **health** and/or **pathology**, fueled by  
**love**, and the evolution of one's  
**own uniqueness**

# Autonomics and *Health*

- The autonomic nervous system (**ANS**) is the natural physician of the body, operating constantly for the repair, preservation, and *health* of the various relationships of the 5 bodies
- The **ANS** is the central engine for the *wellness process*
- The primary job in promoting *wellness* is in re-educating the **ANS** so that it performs its *wellness functions* more effectively, a job which requires that the consumer be involved in regulating its function

# The **Autonomic Nervous System** Determines the *Health* of Cells



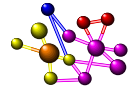
The Autonomic Nervous System (**ANS**) Regulates **Genomic** Expression

# EXAMPLES OF INTEGRATIVE INTERVENTIONS FOR EACH OF THE 5 BODIES



## Physical Body

Herbs;  
Nutrition,  
Supplements;  
Exercise;  
Colon hygiene  
Detoxification;  
Colonics  
Yoga; Tai Chi;  
Chiropractic;  
Osteopathic  
Medicine



## Molecular Body

Vibrational  
Medicine;  
Massage  
Therapy;  
Music Therapy;  
Aromatherapy;  
Anthroposophical  
Medicine (AM)  
Acupuncture;  
Homeopathy.



## Emotional Body

Breath Work;  
Exercise;  
Aromatherapy;  
**Autonomic**  
**Re-education;**  
Flower Essence  
Therapy;  
Hypnotherapy;  
Tai Chi; Yoga



## Mental Body

Meditation;  
Guided  
Imagery;  
Aroma-  
therapy;  
Flower  
Essence  
Therapy;  
Journaling;  
Meditative  
Exercises.



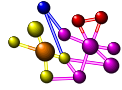
## Relational Body

Coaching;  
Support  
Groups;  
Psycho-  
therapy;  
Spiritual  
Guidance;  
Transition  
Counseling  
(AM)

# ***AUTONOMIC COMMUNICATION DOMINANCE AND NORMATIVE INHIBITION***



**Physical  
Body**



**Molecular  
Body**



**Emotional  
Body**



**Mental  
Body**



**Relational  
Body**

***Sympathetic Autonomic  
Dominance***

***Failed Normative Inhibition***

***Metasympathetic  
Autonomic Dominance***

***Normative Inhibition***

***Parasympathetic  
Autonomic Dominance***

***Antagonized Normative Inhibition***

C.

# *Service / Product* Concept

## ♥ *WellnessCare Training*®

A collaborative approach to devising *personal evolution strategies* based on the iterative data collected by **Morph2Health**® in partnership with a physician-coach

# *Service / Product* Concept

**Morph2Health<sup>®</sup>**



**Interactive smart software tool, that accepts, stores, and analyzes patient data reflecting autonomic, endocrine, immune, and *genomic* functions, and recommends data modulation that promotes *health* and optimal *wellness***

# Goals and Outcomes

♥ *WellnessCare* Training®

*Morph2Health*®

- To give each **patient control** of their own medical records
- To educate patients to the connection between lifestyle choices, autonomies, genomics, and **personal wellness**
- To facilitate **collaborations** between the patient and her/his **WellnessCare providers**  
(physicians as well as non-physicians)

# **WellnessCare Training® Programs**

## **Service Components**

- **Partner with integrative medicine physician-coach over a lifetime – in person, via telephone, or digital communication**
- **Take periodic autonomic, immune, **genomic** and functional medicine assessments**
- **Create a series of detoxification, nutritional, and self-regulatory personal growth plans.**

# **WellnessCare Training®**

## **Service Components**

- **Periodically, reassess physical health status** through functional medicine and self testing, using the data to revise the plans
- **Provide a guided visualization process to facilitate achieving the desired outcomes**



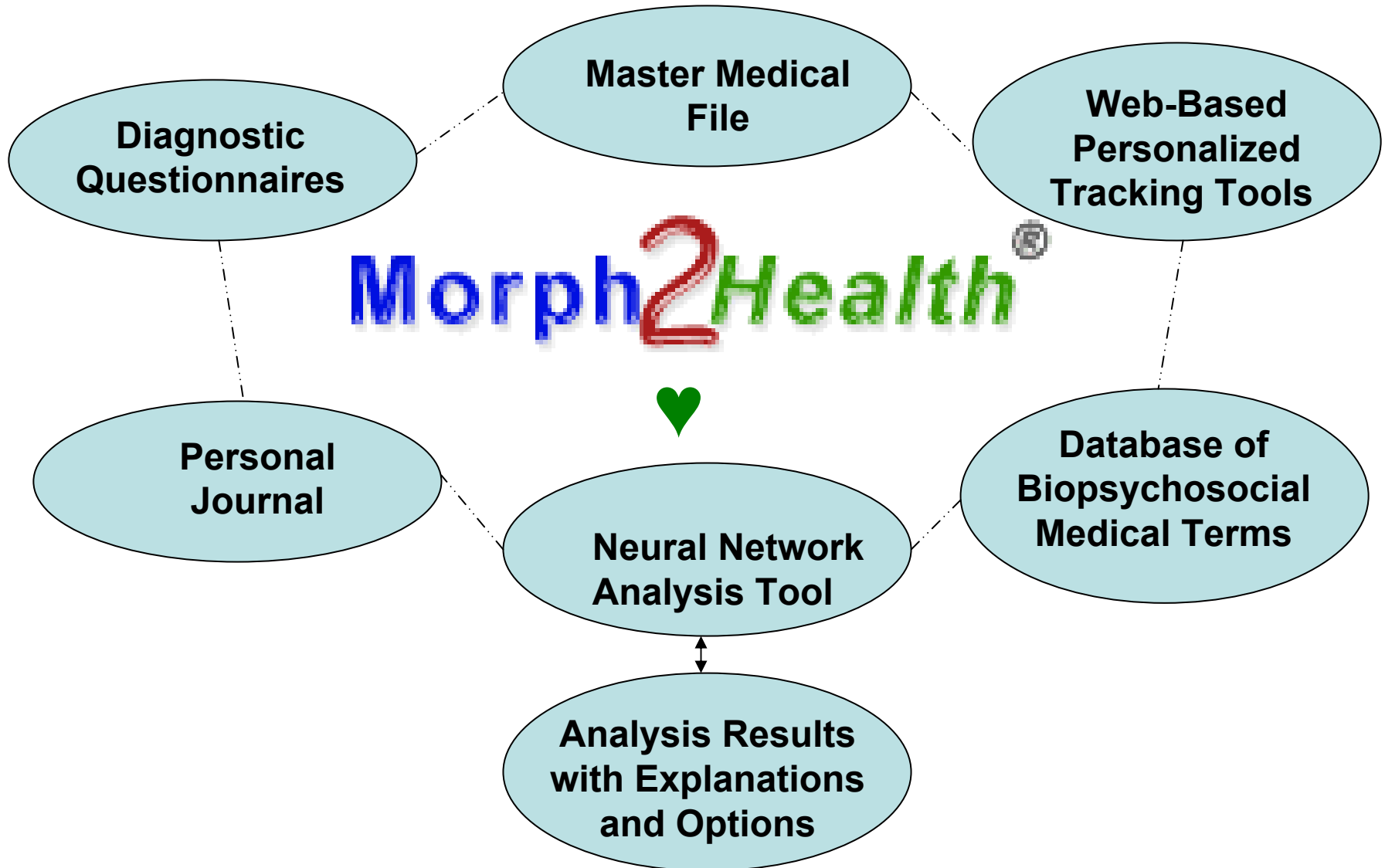
♥ **WellnessCare Training®**

*Meditation, Guided  
Imagery, Nutrition,  
& Extracellular Matrix  
Restoration Protocols*

The Center for Contemporary Medicine

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# Software Product Modules



# Product Development

Morph<sup>2</sup>Health<sup>®</sup>



**The specifications for Version 2.0**

**(the neural networked version of M<sup>2</sup>H<sup>®</sup>)**

**have been developed and await coding**

**D.**

# Benefits

**WellnessCare Training® ♥ Morph2Health®**

## Patient

- Becomes an active participant in *wellness care*
- Better understanding of choices, and more “integrative” choices
- Measurement tools to track progress and reinforce healthy lifestyle choices
- Have a “24/7” on-call *health* partner (Morph2Health®) with physician-coaching back-up (*WellnessCare Training®*)

# Benefits

Morph **2**Health®



WellnessCare Training®

## Provider

- **Software incorporates evidence-based medical guidelines**
- **Compliant with HIPPA guidelines**
- **Meets federal standards for integrating clinical data**
- **Provides psycho-auto-genomic template for partnering with, evaluating, and treating persons with chronic diseases of adaptation**

**E.**

## **Commercial Partners**

**Morph**2Health®



**WellnessCare Training**®

- **Health Benefits Providers**...as part of subscriber-focused educational efforts
- **Employers**...as part of workers' flexible spending accounts
- **Healthcare organizations** ...as part of patient empowered **WellnessCare** programs

**Product and service can be “private-labeled” and customized to the needs of partner organizations**

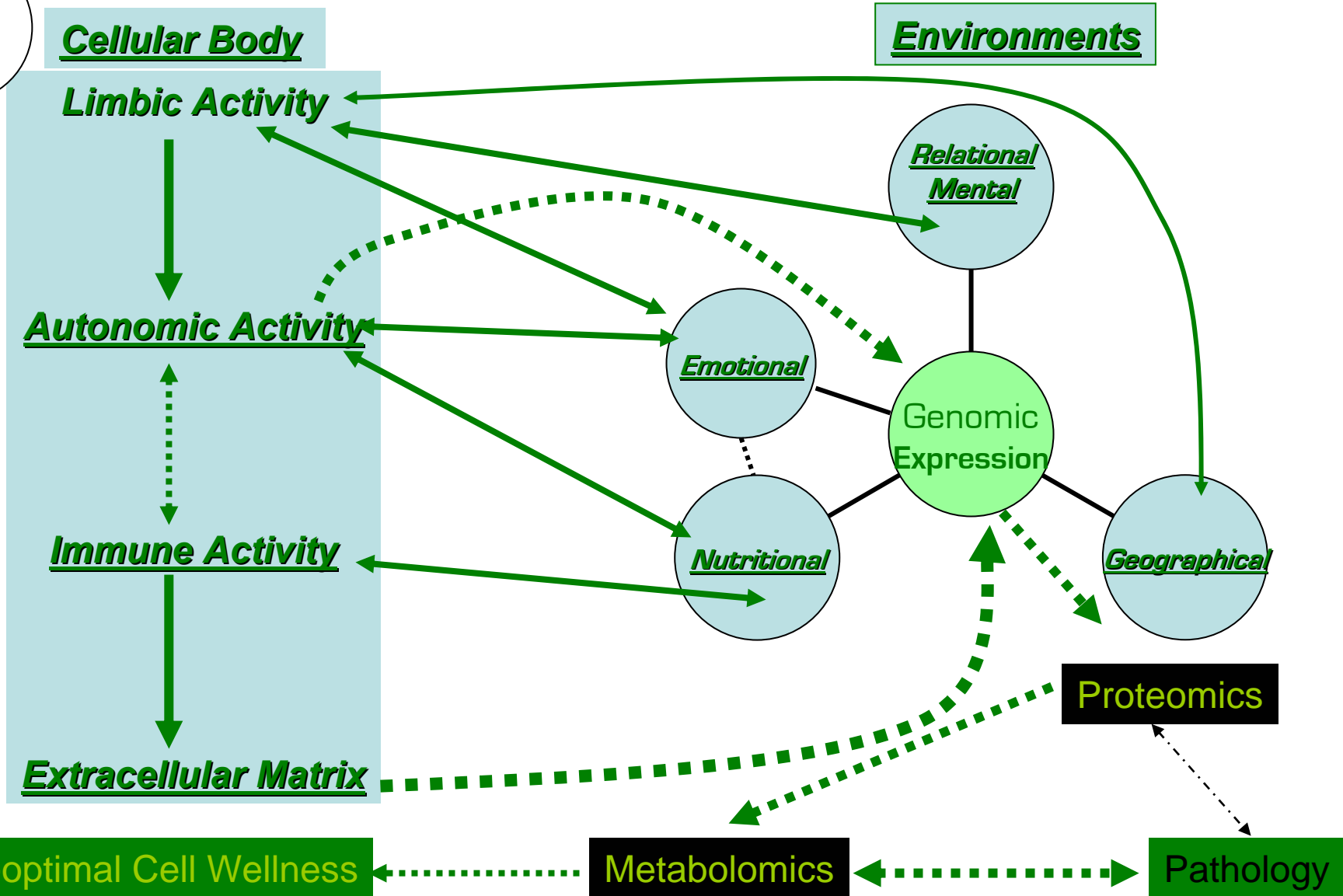
# Product/Service Distribution

Morph2Health® ♥ WellnessCare Training®

We will move our product to market through a parallel series of distribution channels. Physician training will occur at the medical school and post graduate levels, as well as through CME programs

ENVIRONMENTAL DATA ANALYZED BY Morph2Health®  
PROVIDE THE DISEASE BLUEPRINT FOR CELL POPULATIONS

F.



# Abnormally Expressed Genes Create Proteins that Supports Cancer Growth

## Poor Alignment of the Four Subtle Bodies:

1. **Spiritual** (*relationship with God, self and others*)
2. **Mental** (*attitudes, beliefs, and intentions*)
3. **Emotional** (*balances transmission of 1&2 along autonomic nerves to the cells*)
4. **Molecular** (*nutrients/ drugs/food modulate Emotional to regulate gene expression*)

Influence (**Genomic**) Abnormalities Leading to Cancer Formation

Oncogenes over-express  
**(turn cell division "on")**  
[\(Click here for Gene Atlas\)](#)

Tumor suppressor genes don't work  
**(don't turn cell division "off")**  
[\(Click here for Gene Atlas\)](#)

Dysfunction of DNA repair genes  
**(repair DNA or commit suicide)**  
[\(Click here for Anti-oxidant Foods\)](#)

Cell cycle clock dysregulation  
**[proteins decide when to (or not to) divide]**  
[\(Click here for Cell Cycle Regulation\)](#)

# **Abnormal Protein Production in Cancer Results From**

## **Poor Alignment of the Four Subtle Bodies:**

- 1. Spiritual** (*relationship with God, self and others*)
- 2. Mental** (*attitudes, beliefs, and intentions*)
- 3. Emotional** (*balances transmission of 1&2 along autonomic nerves to the cells*)
- 4. Molecular** (*nutrients/ drugs/food/pollutants modulate emotions and regulate gene expression*)

**Gives Rise to Abnormal Cell Function in Cancer**

**Cell immortality rather than cell death (apoptosis)**

**Excessive membrane signals for division**

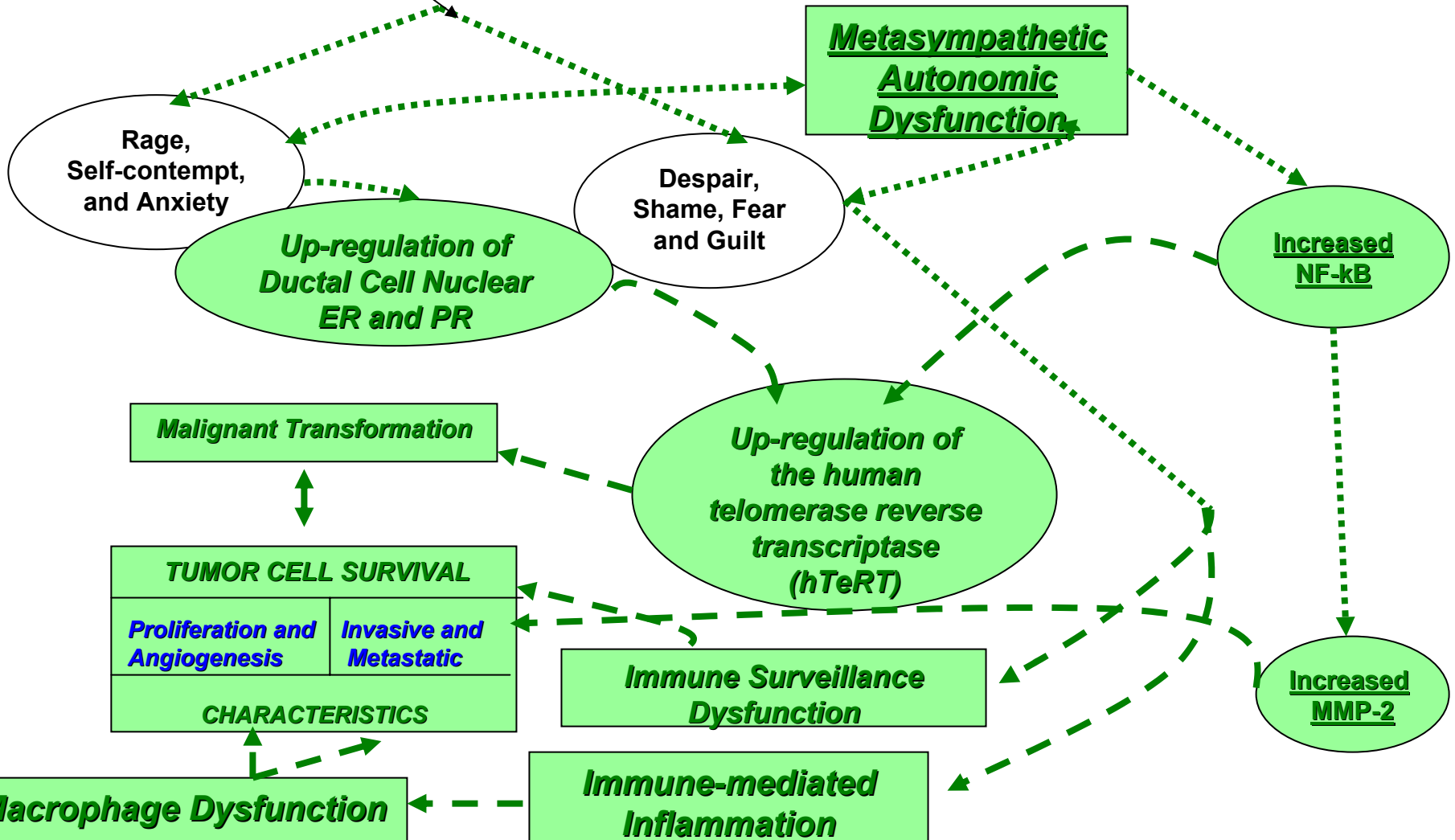
**New blood vessels form**

**Cancer evades the immune system**

**Cancer invades the extra-cellular matrix**

**Cancer expresses metastatic features**

Women and Men at High Risk for Developing Breast Cancer Have a Compromised Functional Ability To Receive, Experience, and Give Nurturance and Sexual Gratification

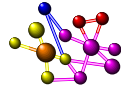


# Integrative Morph<sup>2</sup>Health® Data Collected from Each of the Five Bodies



## Physical Body

Inspection & palpation  
 PET Scans  
 MRI's; CT Scans  
 Mammograms  
 X-Rays; Bone Scans  
**SNPs Profiles**



## Molecular Body

Metabolic tests  
 Hormonal tests  
 Amino acids  
**Autocrine**  
**(Cross-talk)**  
**Paracrine**  
 Cancer-Developmental  
 Markers



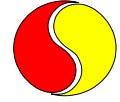
## Emotional Body

**Emotions/Feelings**  
 Sympathetic/Parasympathetic  
**Autonomics**  
 Immune Surveillance  
 Cytokines/Antibodies  
 Inflammatory Markers



## Mental Body

Attitudes  
**Beliefs**  
 Expectations  
 Assumptions  
**Intentions**  
**Defenses**



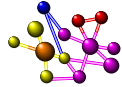
## Relational Body

God  
 Higher Self  
**Significant Others**  
**Essence**  
 Essence Disfigurement

# Morph2Health<sup>®</sup> Questionnaires & Other Testing Used in Assessing the Alignment of the 5 Bodies



**Physical Body**



**Molecular Body**



**Emotional Body**



**Mental Body**



**Relational Body**

*The Personal Interests, Attitudes, & Values Scale (PIAV)*

*The Myers Briggs Type Inventory (MBTI)*

*The Reiss Desire Profile (RDP)*

*The Symptom Picture Screening Test (SPST)*

*The Breast Cancer Prone Behavior Questionnaire (BCPBP)*

*The Self-Directed Aggression Questionnaire (SDAQ)*

*Emotional Links to Autonomic Purpose (ELAP)*

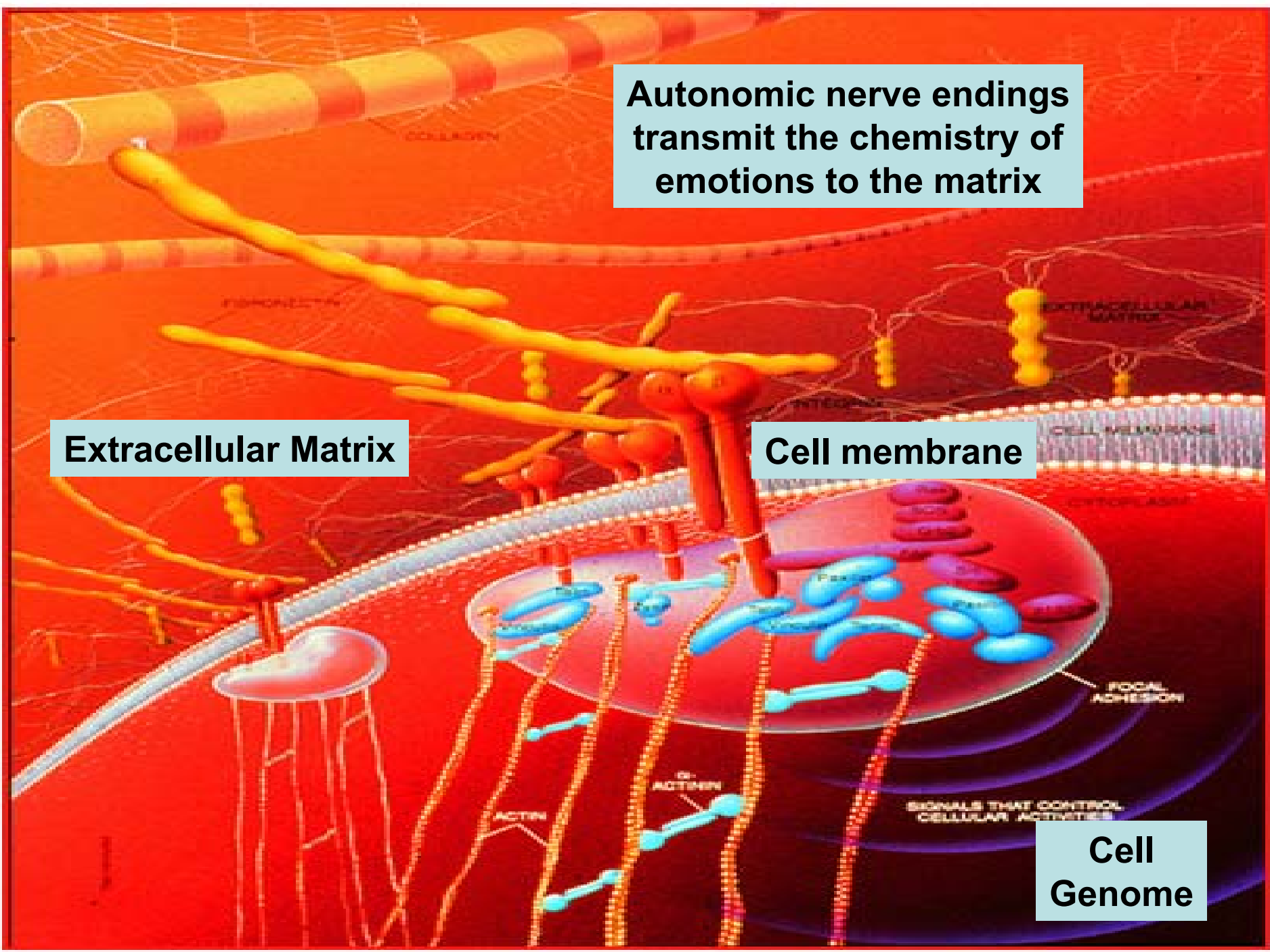
*Immune Surveillance Markers/Pituitary Adrenal Axis/Oncodevelopmental Markers*

**Autonomic nerve endings transmit the chemistry of emotions to the matrix**

**Extracellular Matrix**

**Cell membrane**

**Cell Genome**



# Emotional Release/Detoxification: Impact on Genomic Expression

## CONTENTS:

Structural/  
Specialized  
Proteins

\*

Proteoglycans

\*

Emotional  
Signals

\*

Chemical  
Signals

\*

Immune Cells  
Fibroblasts

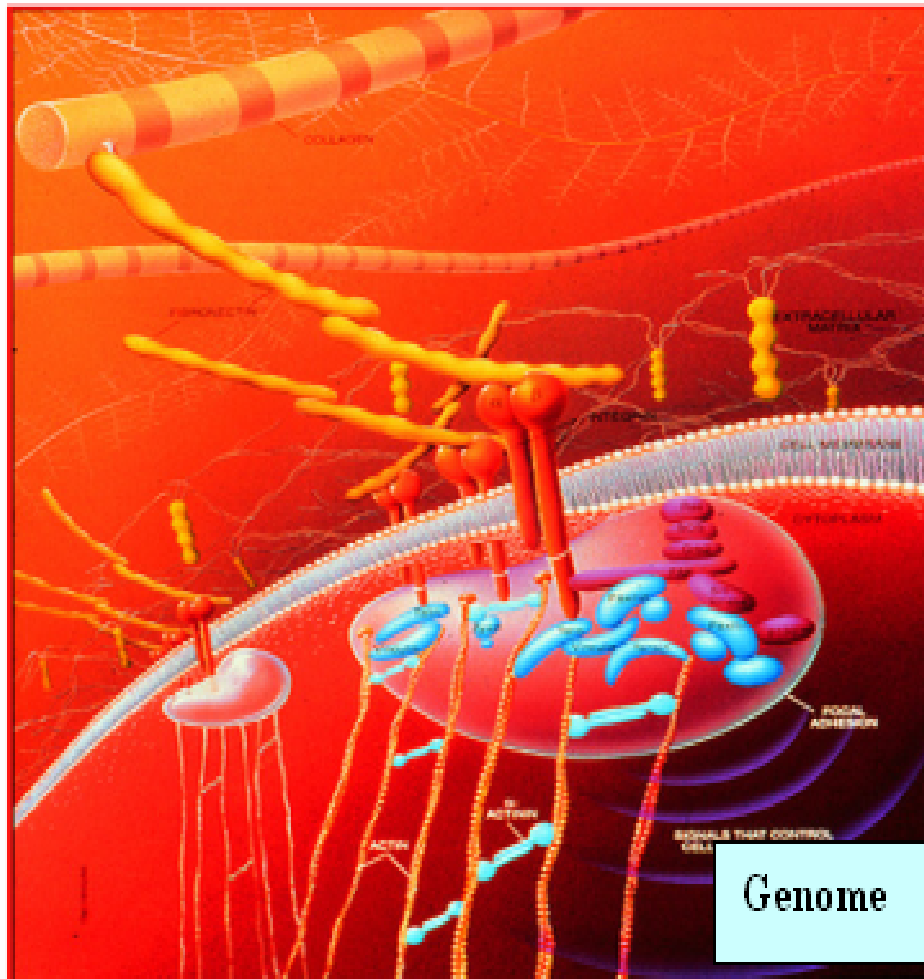
\*

Cell Wastes

\*

Nutrients/Drugs

\*

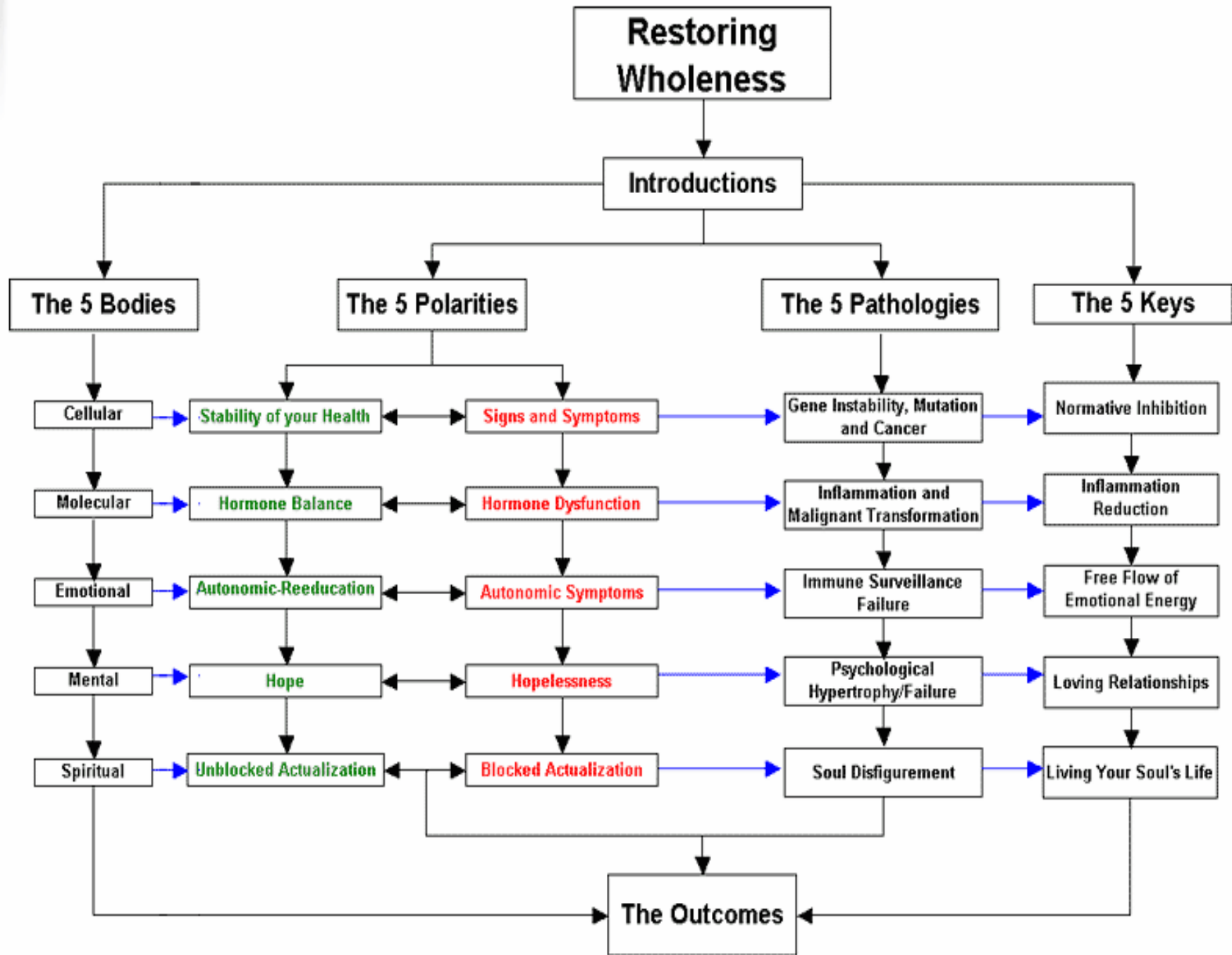


Extracellular Matrix  
& Contents

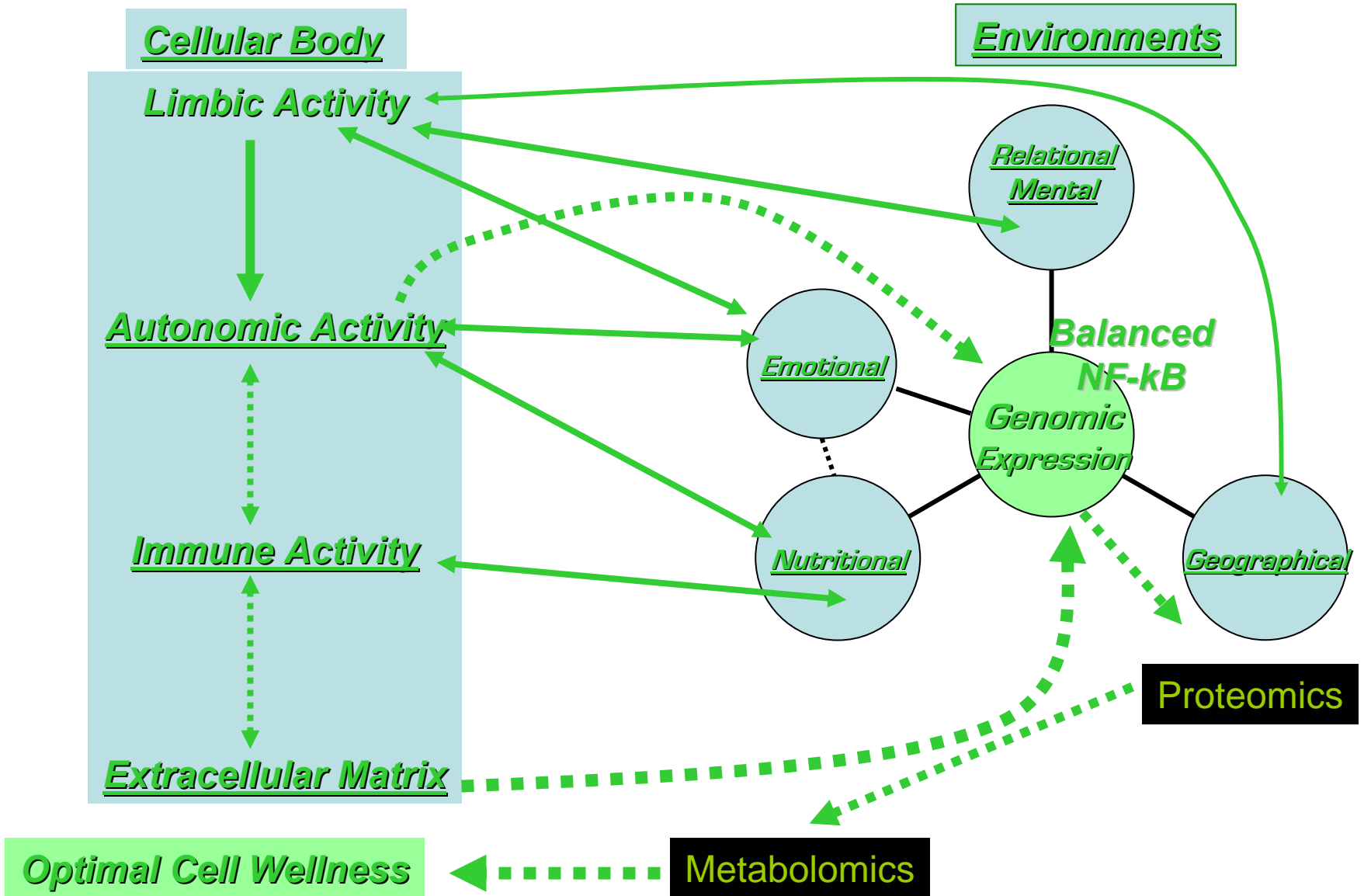
Cell Membrane

Cell

← NF- $\kappa$ B



# Morph2Health® DIRECTS ENVIRONMENTAL CHANGE PROVIDING THE WELLNESS BLUEPRINT FOR CELL POPULATIONS

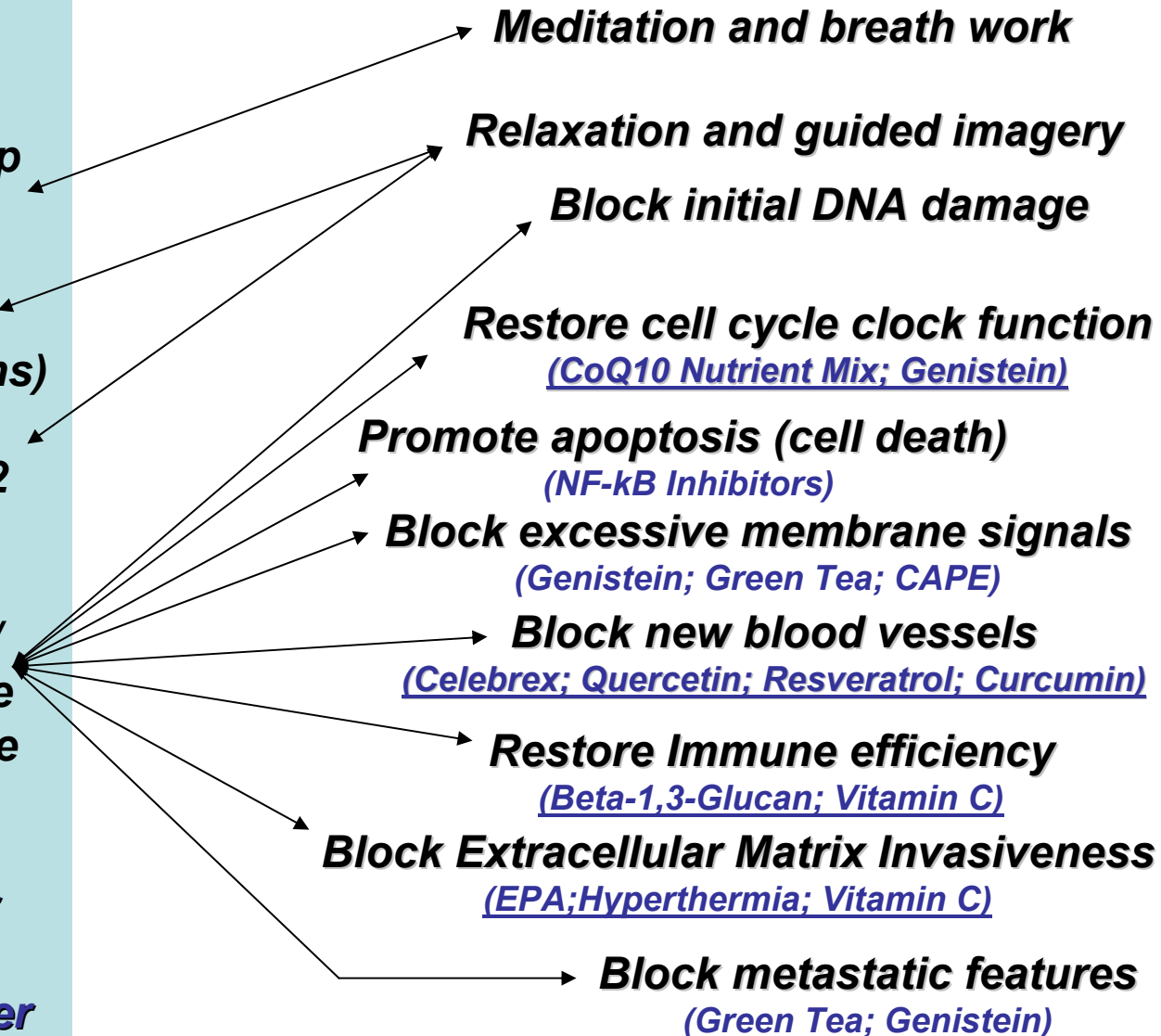


# Morph2Health® Assesses and Directs Self-Regulation Methods and Nutrient Strategies

## Aligning the Four Subtle Bodies:

1. **Spiritual** (relationship with God, self and others)
2. **Mental** (attitudes, beliefs, and intentions)
3. **Emotional** (balances transmission of 1&2 along autonomic nerves to the cells)
4. **Molecular** (nutrients/drugs/food modulate **Emotional** to regulate gene expression)

**Corrects Cellular  
(Genomic)  
Abnormalities in Cancer**



# ***Nuclear Factor-kappa Beta Inhibitors Promote Apoptosis***

- **Nuclear Factor-kappa Beta (NF-kB) Inhibitors:**  
(Kaprex™, melatonin, vitamin E succinate, alpha-lipoic acid, vitamin C, N-acetyl-cysteine, resveratrol, aspirin, flavonoids)
- Flavonoids (including genistein, apigenin, luteolin, quercetin, and EGCG)
- Cyclo-oxygenase Inhibitors/Curcumin/Rosemary/Ginger/Aspirin
- EPA and DHA (increase PGE1&3; decrease PGE2)
- Boswellic Acids
- CAPE and Bee Propolis
- Garlic
- Glutathione Enhancing Agents
- Parthenolide (Feverfew)

# Self-Regulation Methods and Nutritional Treatments That Restore Alignment of the Subtle Bodies

## Aligning the Four Subtle Bodies:

1. **Spiritual** (relationship)
2. **Mental** (environment)
3. **Emotional** (autonomic)
4. **Molecular** (nutritional)

**Corrects (Genomic)  
Abnormalities in Cancer**

**Meditation and breath work**  
[\(Click here for supportive methods\)](#)

**Relaxation and guided imagery**  
[\(click here for supportive methods\)](#)

**Blocks initial DNA damage**  
[\(Click here for Anti-oxidant Foods\)](#)

**Restores cell cycle clock function**  
[\(CoQ10 Nutrient Mix; Genistein\)](#)

**Promotes apoptosis (cell death)**  
[\(NF-kB Inhibitors\)](#)

**Blocks excessive membrane signals**  
[\(Genistein; Green Tea; CAPE\)](#)

**Blocks new blood vessels**  
[\(Celebrex; Quercetin; Resveratrol; Curcumin\)](#)

**Restores Immune efficiency**  
[\(Beta-1,3-Glucan; Vitamin C\)](#)

**Blocks Extracellular Matrix Invasiveness**  
[\(EPA; Hyperthermia; Vitamin C\)](#)

**Blocks metastatic features**  
[\(Green Tea; Genistein\)](#)

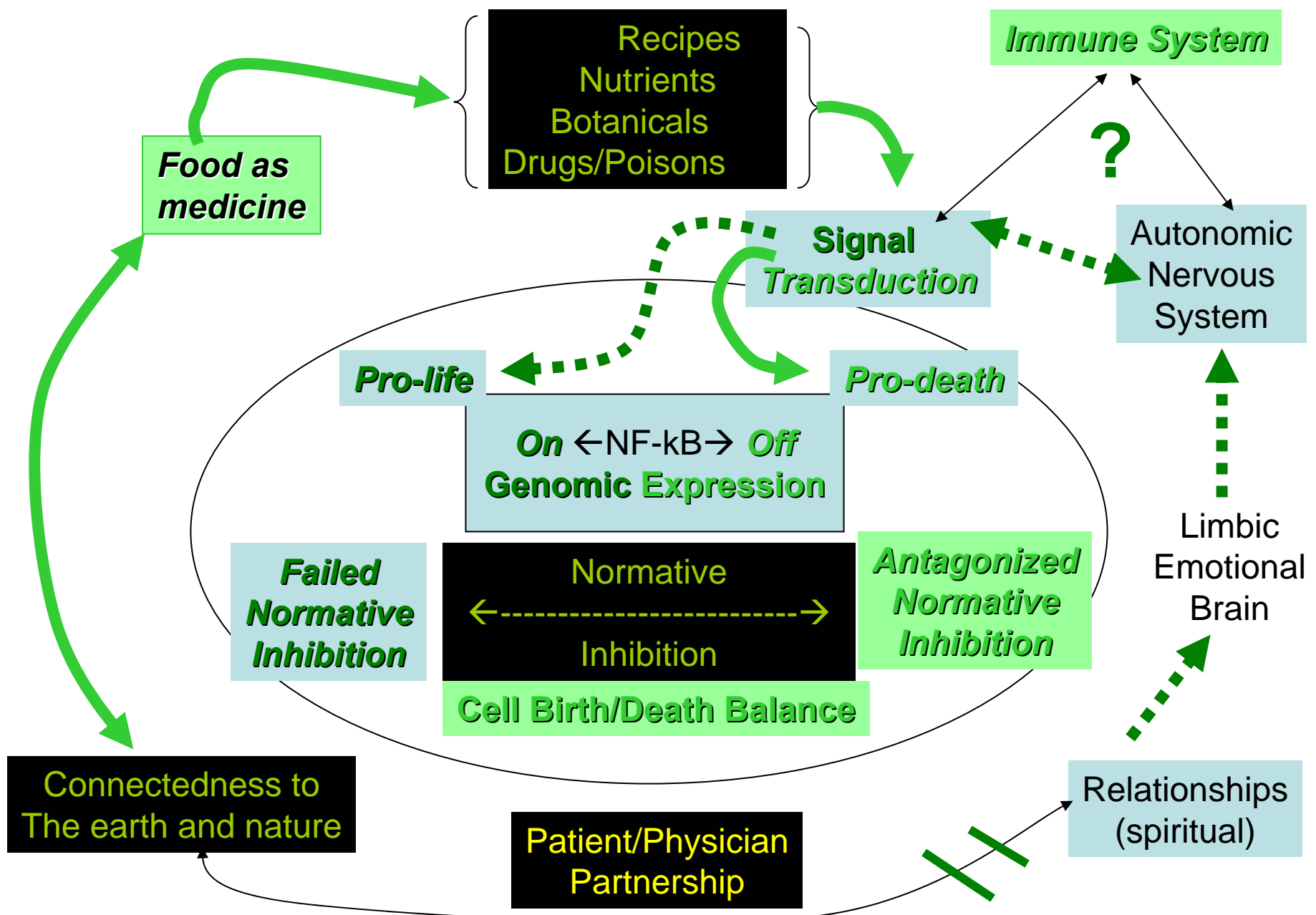
ANTI-OXIDANT FOODS:

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SUPPORTIVE METHODS:

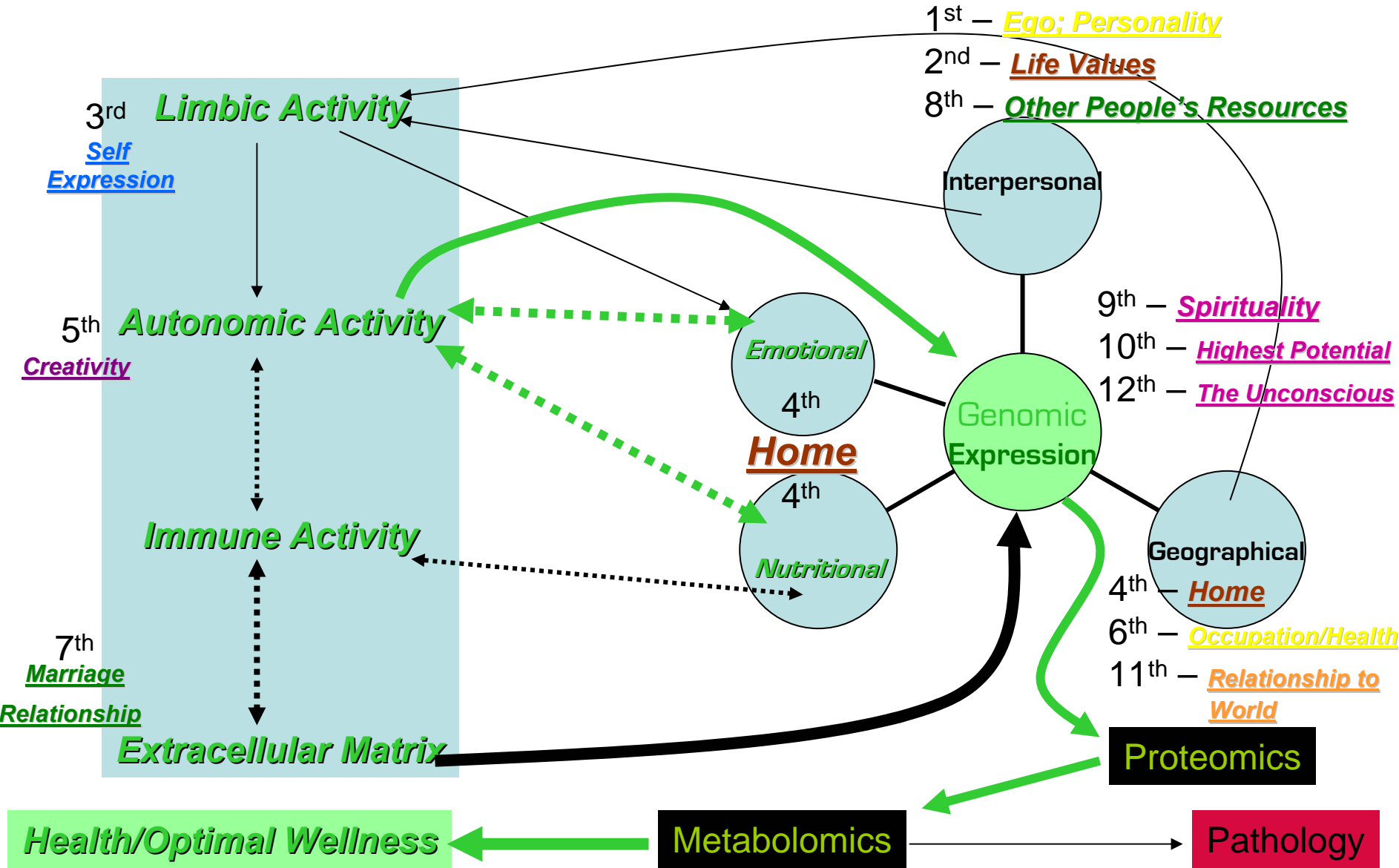
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**WellnessCare Training®**

# ENVIRONMENTS (HOUSES OF THE ZODIAC) IMPACTING OUR CHAKRAS DETERMINE THE HEALTH OF THE CELL





♥ **WellnessCare Training®**

**Morph2Health®**

***The Dawning of  
a New Era in  
Healthcare***

***The Institute for Learning and Healing***

# *The Institute for Multi-Dimensional Healing*



**Morph2Health®**

♥ **WellnessCare Training®**

# *The Institute for Conscious Healing*



# *The Institute for Learning and Healing*



**Morph2Health®**

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