

Subject: Mission impossible? - no, just a difficult mission - getting vitamin D mainstream - do you want to participate?

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Mission: Get a Health Maintenance Organization (HMO) to experience making money with vitamin D - ASAP

I had been looking for some method to get vitamin D used in a big way

I decided to follow the money.

HMOs are one of the groups which stand to make lots of money with vitamin D.

([Employers](#) and [Insurance companies](#) could also profit from vitamin D)

HMO's can use vitamin D:

- * Selective surgeries/medical procedures (with quick return on investment)
- * For a subset of their clients (which is slower, but results in far larger ROI)
- * Other ways?

Surgeries/procedures should have all of the following features

- 1) Quick Return On Investments (ROI)
- 2) Large ROI
- 3) Very low risk - especially liability
- 4) Supported by one or more studies

At what level do you want to participate (initially)?

A) At every step of the way (which may be many times per week)

B) [Lurk on the forum](#) and occasionally add suggestions, references,

[we currently have](#) 11 clinical trials, and the following studies: 9 Cancer, 12 bone, 14 pregnancy,

7 ICU/trauma , 2 Kidney, 2 CV, 3 length of hospital stay, 2 hospital infections, 4 elderly, 2 thyroid

C) Review/Critique the final draft

D) Get a copy of the final

E) Want to learn more before deciding

F) None of the above: Too busy to participate or look at the results.

(Please reply to this email if you wish to a participation level of A) C) or E)

This is not a closed invitation

You can forward this e-mail to people who might have time to participate.

History/Background

Nov 2009 I discovered Vitamin D (I know, I am fairly new to vitamin D)

Feb 2010 I setup [VitaminDWiki](#) (which now has > 8,000 pages)

Nov 2010: Rich Blumenthal proposed contacting a specific HMO: Kaiser, and he drafted a letter

Dec 2010 -> Nov 2011 I worked on the outline and the supportive material

Nov 16, 2011: I discussed the idea on the phone with John Cannell

John initially felt that 4 or so independently created letters be written to the [Kaiser CEO](#)

Each letter would stress a similar conclusion, but use different reference material.

The letters would be sent snail-mail and would include printout of a reference study (or two)

Nov 17-19: I made 30 iterations of the draft and supportive material [CLICK HERE](#) with the help of Rich

Nov 20: sent this e-mail

The outcome will include some mix of the following:

Separate letters vs a single letter

Letters signed by one person or many people

(signatures by doctors working at the HMO are very valuable)

One or more youtube videos made by one or more people

Communicate to a single HMO or multiple concurrently

Letter supported by in-person meeting

Forms of Future Communications

We will communicate by some mix of:

*Forum ([here is one on VitaminDWiki](#)) which might become private if we so decide.

You can be notified of forum updates by RSS.

You will have to become a member of Vitamin D Wiki (takes < 1 minute) if you want email notification or if the forum becomes private

There is a way to email to the forum - I have to learn how.

*email - broadcast or person-to-person

email could have attached audio

*voice conference

*video conference

What does Henry look like?

Getting formal during our recent cruise in Asia



Reading Dr. Hollick's book

[while getting some UVB](#)

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