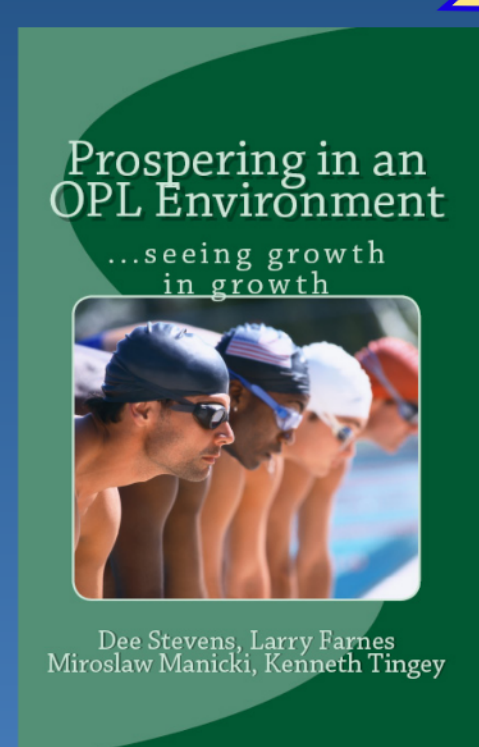
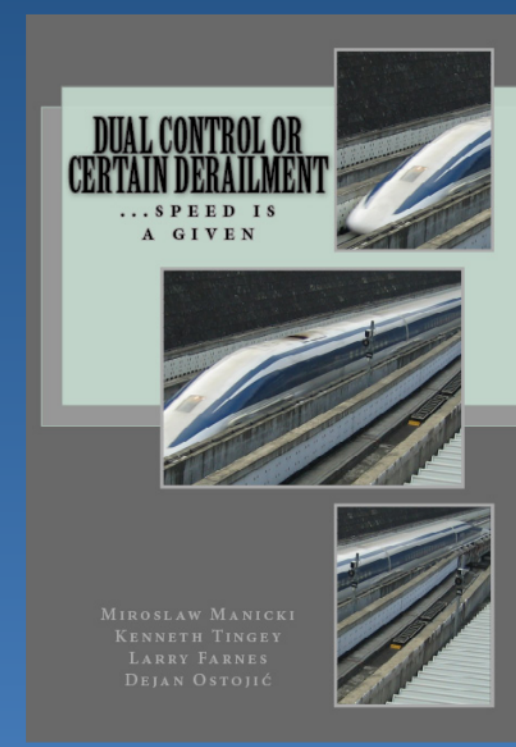


Ensuring the legitimacy of governments and the success of public-private partnerships



Knowledge-driven
universal coverage
2030 based on
dual control
and fluidity

Ensuring successful programs, grounded in highly evolved methods
Leveraging existing commitments in people and technologies
Extending knowledge stores to process-based capabilities
(expressive knowledge)

[head] science



...big picture
commitment to root
causes



The scientific mantra at the core of the plan

Oblivious to the rest of the cosmos, we inhabited a kind of prison-- a tiny universe bounded by a nutshell. How did we escape from the prison? It was the work of generations of searchers who took five simple rules to heart.

- (1) **Question authority.** No idea is true just because someone says so, including me.
- (2) **Think for yourself.** Question yourself. Don't believe anything just because you want to. Believing something doesn't make it so.
- (3) **Test ideas by the evidence gained from observation and experiment.** If a favorite idea fails a well-designed test, it's wrong! Get over it.
- (4) **Follow the evidence, wherever it leads.** If you have no evidence, reserve judgment. And perhaps the most important rule of all
- (5) **Remember, you could be wrong.** Even the best scientists have been wrong about some things.

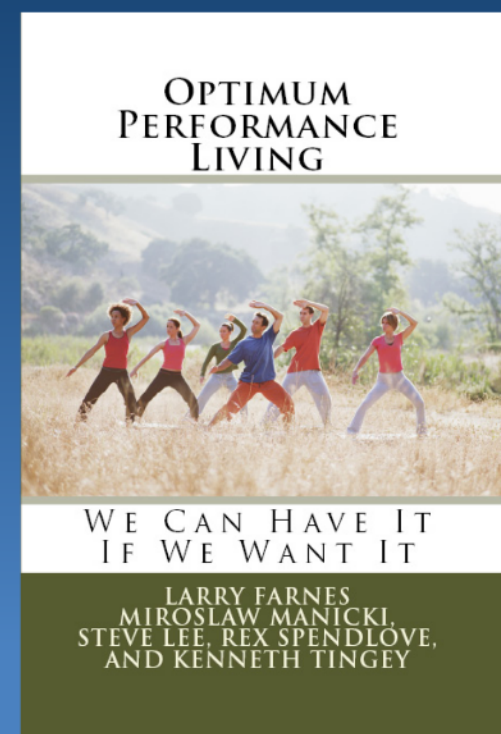
Neil deGrasse Tyson, *Cosmos* 2014

Optimum Performance Living

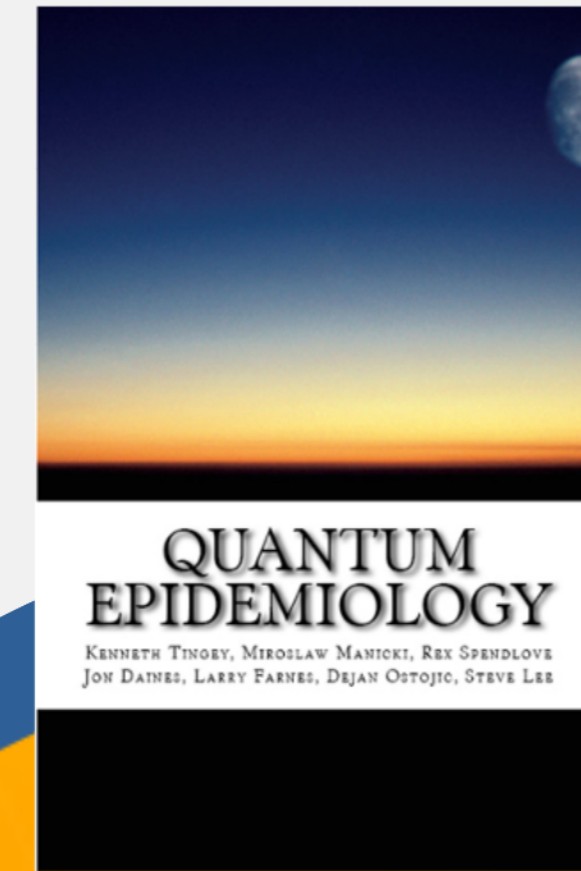
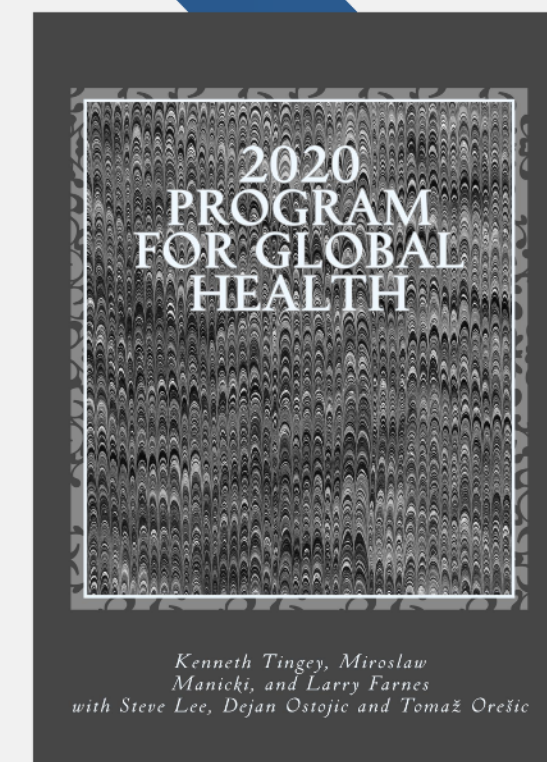
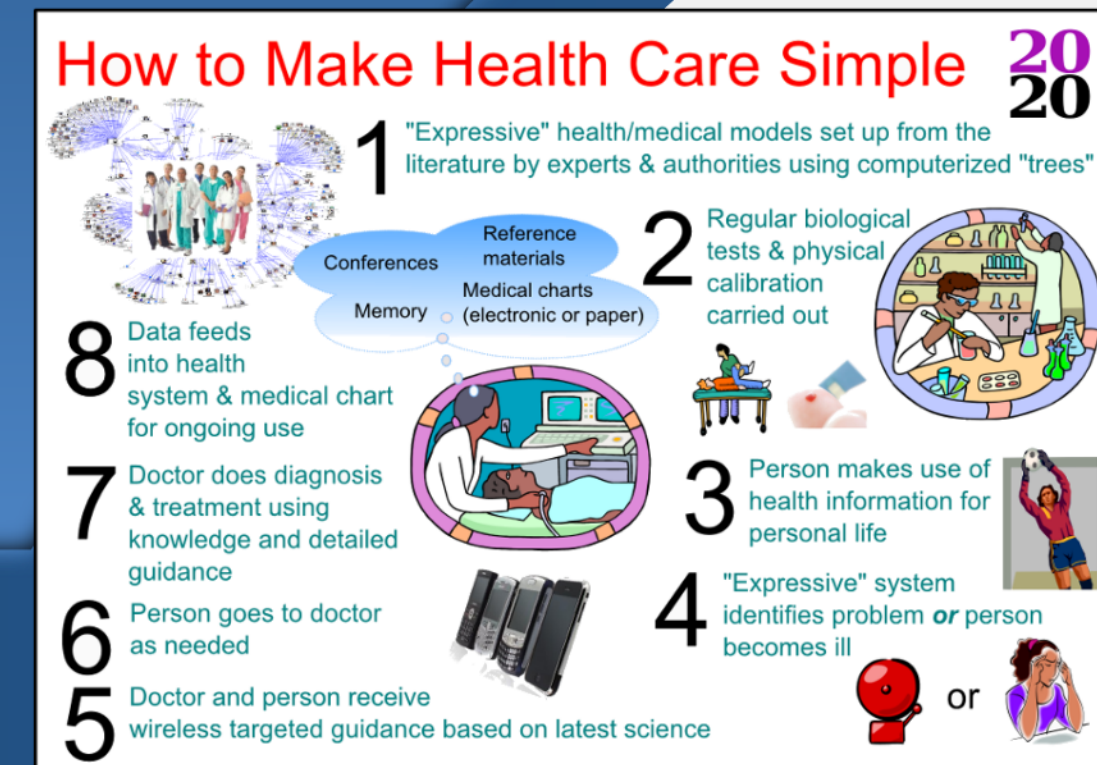
Elimination of chronic diseases

Introducing the "New Performance Reality"

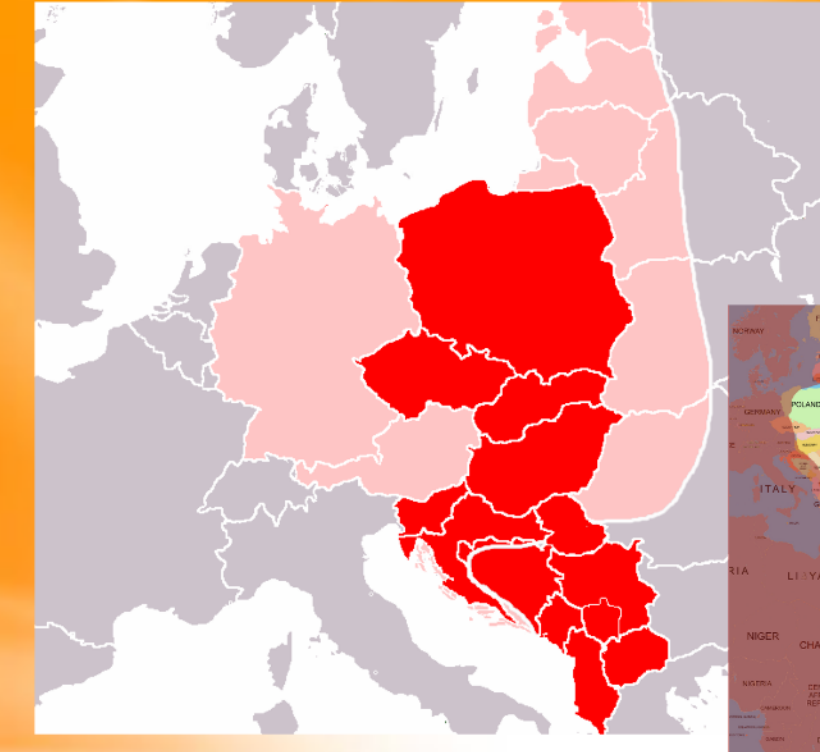
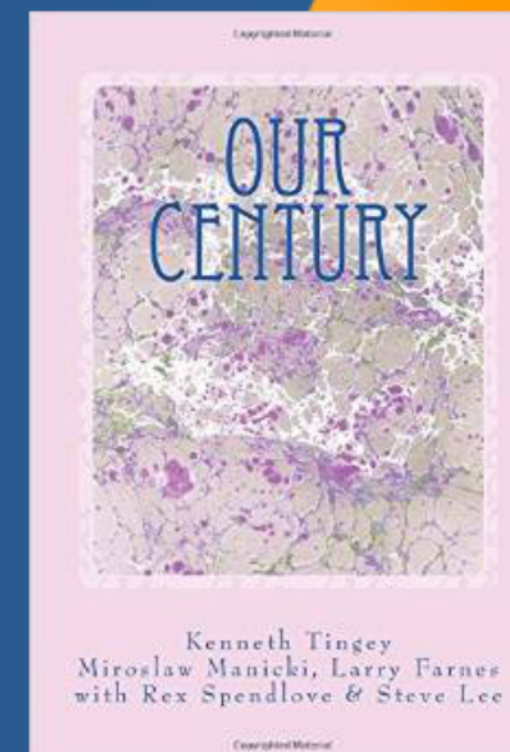
New economic opportunities
"Seeing growth in growth"



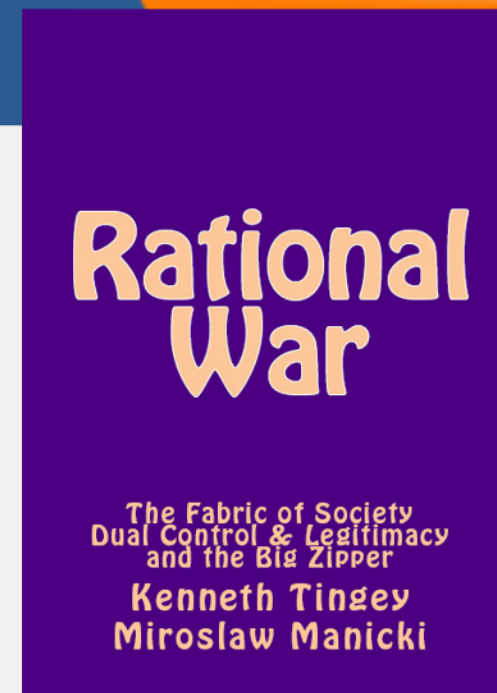
global health



center.rising

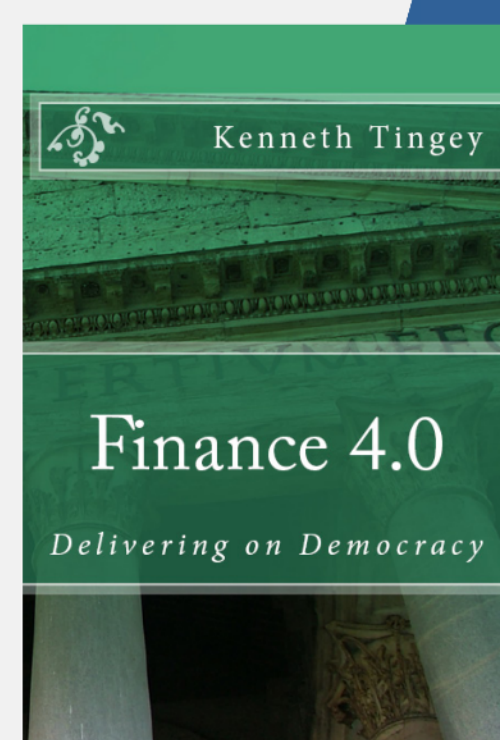
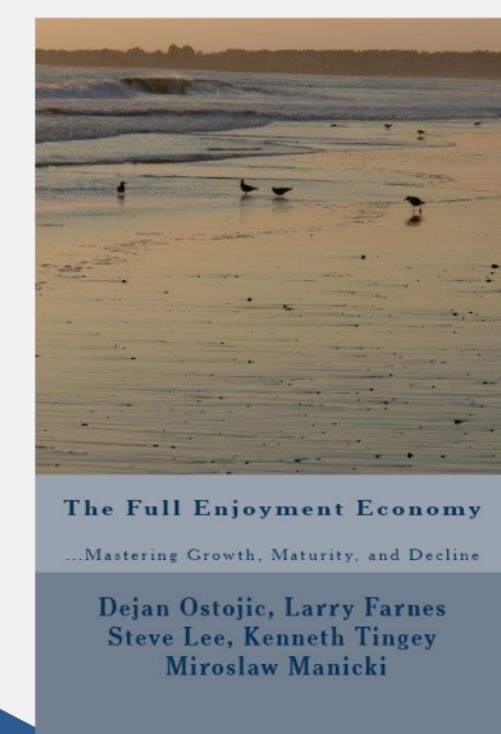
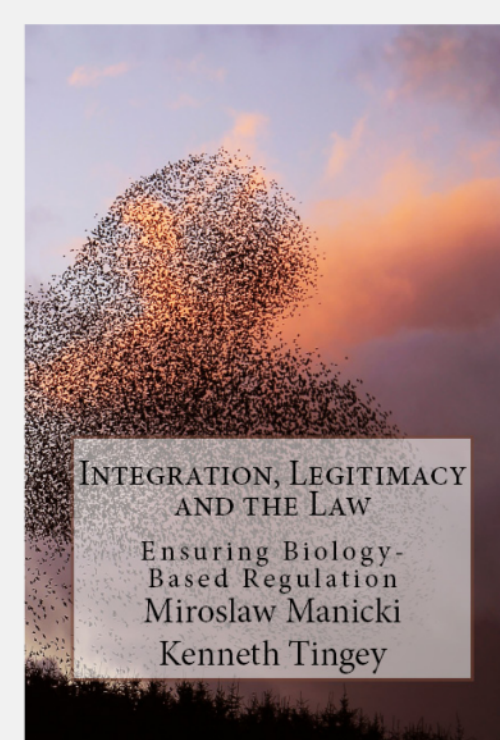


Crucial
Crescent



quantum revolution

Challenging the Newtonian
revolution of the 1800s and
the Adam Smith-oriented
revolution of the 1900s
and early 2000s



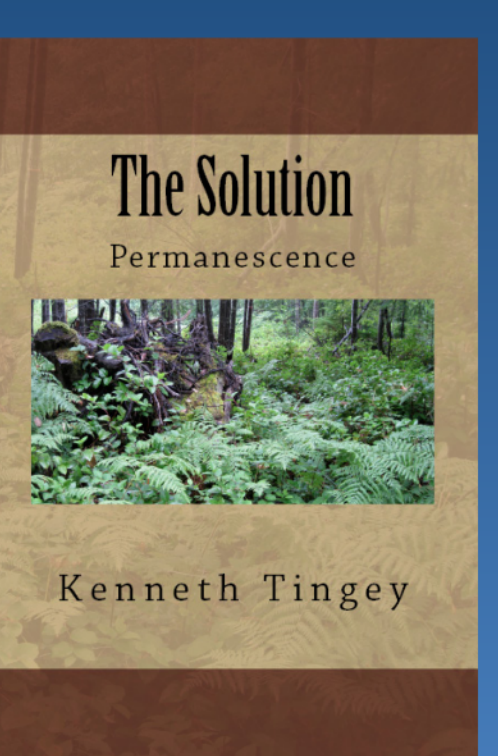
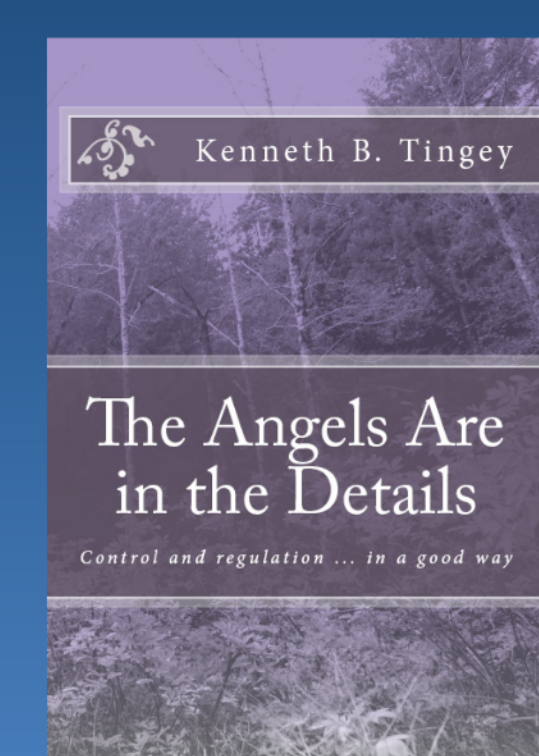
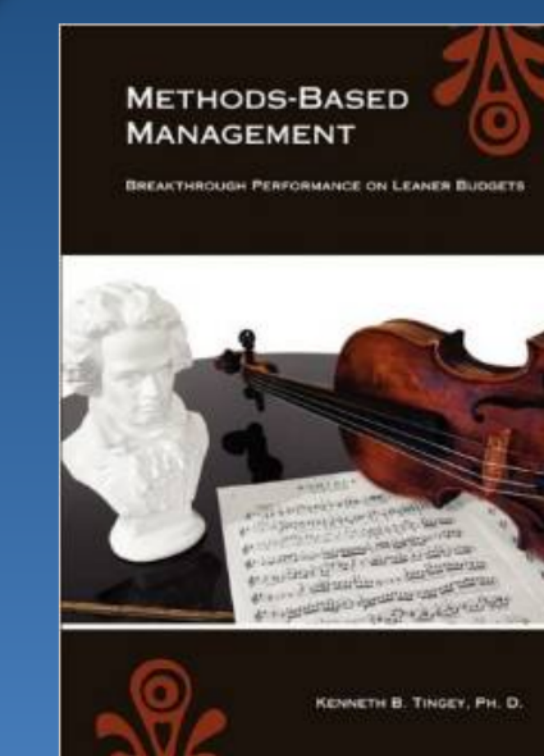
[hand] technology



...fluidity/methods-
based management

Smart Systems --
"Smart Is As Smart Does"

Science-based organizational
methods exist



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Conclusive resolution of social, political, economic, and environmental issues

The "Adam Smith" revolution of the 1900s to our day was to be founded on providing "goods" and services, and so it has been. Unfortunately, this function has also been confused with "removing the bad", which is not the same thing. Businesses based on "removing the bad", such as disease conditions, become dependent on such undesirable elements as preconditions for success. Driven by competition, they unwittingly become advocates for such conditions, at least to a degree. In health, this is contrary to the interests of society and to public health. Good policy needs to take this into account and guide commercial interests toward opportunities as presented by discovery and applications of root causes, enforcing the same. This is clearly in line with a quantum revolution driven by fluidity and dual control.



opl optimum
performance
living

Profundities

2020
globalhealth
.com

20
20

Refer
to 2020global
health.com and
cimhglobal.com.

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