

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



## Optimum Performance Living

Elimination of chronic diseases

Introducing the "New Performance Reality"

New economic opportunities  
"Seeing growth in growth"



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

## Power of science and music

Music and science have much in common. Science aims to overcome the material world, attempting to comprehend the traces of the mystical and ephemeral at a high intellectual and emotional level of understanding. Music and science possess transformative power: They have the ability to portray the world as it is and as it could be.

As quoted by the International Institute for Applied Systems Analysis (IIASA) and the Vienna Philharmonic: Partnership for Humanity (May 31, 2012)

# global health



# center.rising



# [heart] music

...highly evolved  
organizational  
model

Where perfection  
has been the norm  
for centuries

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

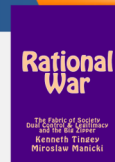
The "Adam Smith" revolution of the 1900s to our day was to be founded on providing "goods" and services, and so it has been. Unfortunately, this function has also been confused with "removing the bad", which is not the same thing. Businesses based on "removing the bad", such as disease conditions, become 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.

# quantum revolution

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



Crucial  
Crescent



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

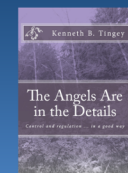
# [hand] technology

...fluidity/methods-  
based management

Smart Systems --  
"Smart Is As Smart Does"



## Science-based organizational methods exist



opl optimum  
performance  
living

Profundities

2020  
globalhealth  
.com

20  
20

Contact Kenneth  
Tingey at [kenneth.tingey@cimhglobal.com](mailto:kenneth.tingey@cimhglobal.com) and Miroslaw  
Manicki at [miroslawmanicki@gmail.com](mailto:miroslawmanicki@gmail.com).

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