

MAKE A DIFFERENCE...

For **your community**. For the **world**.



PARTNER WITH US TO REVERSE THE WORLD'S CHRONIC DISEASE EPIDEMIC—BEGINNING ONE COMMUNITY AT A TIME.

TLC CENTERS OF EXCELLENCE 

WE SHARE A COMMON VISION

TOGETHER, WE CAN MAKE A DIFFERENCE



WHY WE ARE DEVELOPING THE TLC CENTERS OF EXCELLENCE

You became a healthcare practitioner to make a difference in patients' lives—and we became your partner to help you help them. Now we would like the opportunity to take this partnership to the next level by setting an even greater goal—a goal that can be achieved with the support of modern technology, scientific advancements, and tremendous clinical success observed worldwide.

It's no secret that even with the ongoing scientific breakthroughs in the healthcare market, scientists have yet to discover a stand-alone 'cure in a bottle' to battle the rising chronic disease epidemic. According to the latest statistics:

- ▶ **7 out of 10 deaths** are associated with chronic illness
- ▶ **Chronic illness** affects the **quality of life of 90 million Americans**
- ▶ An estimated **47 million Americans** have **metabolic syndrome**, and are at increased risk of developing diabetes and heart disease
- ▶ Nearly 21 million Americans (**7% of the U.S. population!**) have **diabetes**
- ▶ **Heart disease and stroke** are projected to become the **leading causes of death worldwide**

Reaching Out to the Masses

Millions of chronically ill patients have questions about how to get well—and we have answers. But:

- ▶ Are we reaching everyone in need?
- ▶ Are we making them aware there is a solution?

If this were the case, we would all have thousands of patients lined up outside our doors.

As a designated Center of Excellence, we can work together to increase patient awareness and begin to battle this epidemic—starting one community at a time.



A PARTNERSHIP TO REACH

THE MASSES IN NEED

A GREAT PURPOSE WITH GREAT POTENTIAL

This unique opportunity for an enriched partnership has been created to **help patients looking for solutions for their chronic illness connect with healthcare practitioners who possess expertise in *FirstLineTherapy***. By combining our efforts, we can strive to reach a “tipping point” for changing health care—in line with recommendations from leading health organizations.

The TLC Centers of Excellence partnership incorporates modern services for healthcare practitioners utilizing today’s technological communication methods. This pro-active system is being designed to help you have a voice to the millions of people who are looking for more effective healthcare solutions—particularly on the Internet. *Why the Internet?* An estimated **113 million Americans (80% of Internet users!) search the Web every year for health information—an average of 10 million people a day.**

Innovative Services for Designated TLC Centers of Excellence Practices

- ▶ Internet patient referral system
 - Creation of a progressive Web site providing forums and videos of successful patient outcomes
 - Disease-oriented search engine optimization program
 - Online video introduction of doctor, staff, services, degrees, specialties, and TLC certifications
 - Coordinated efforts by Metagenics personnel with each Center of Excellence to help produce Web site presence
 - Assisted implementation of online store
- ▶ Public relations
 - National media outreach
 - Centers of Excellence marketing kit for local outreach
- ▶ Advanced educational opportunities and other support services
- ▶ ***And much more!***

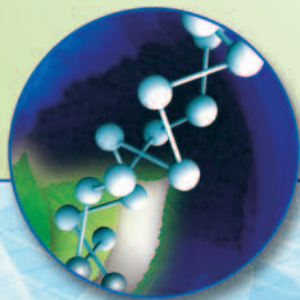
Don't miss this exciting, pro-active opportunity to reach out to your community and help make a difference in world health care.

Inquire today on how your practice can become a TLC Center of Excellence!



“ Health care as we know it is on the verge of changing. How exciting it is to be a part of this ‘tipping point’ as we are able to extend our reach to patients in need, through the use of modern technology, to change lives one community at a time—while sending a message out to the world that we can reverse the chronic disease epidemic. ”

—Dr. Jeffrey S. Bland, PhD



For more information, please visit us online at www.metagenics.com/COE or contact your Metagenics representative today!