

NOW IS THE TIME FOR....



INVESTING IN TOMORROW  
TODAY!

# Elephant Open Investment, Ltd. (EOI)

- UK Organized
  - Company Number 6007653
- London based
- Financial Leadership for Bio-Medical Science (BMS)
- Investments to transform BMS research

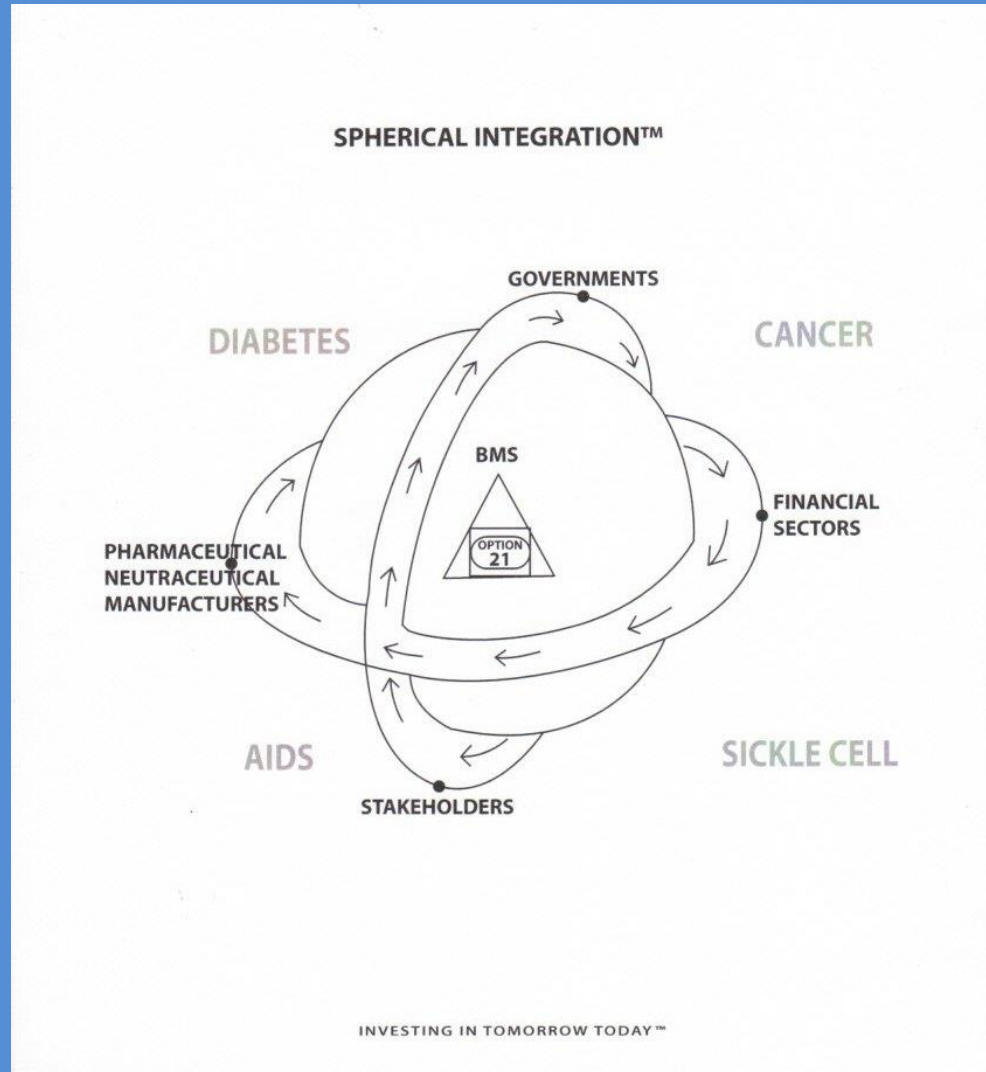


# Corporate Strategy

- To fund
  - Psi LiQuid Concept, Inc
  - Psi Research Center, Inc
  - Psi Delta Global Medical, Medical Management, Marketing & Consulting Group
- To underwrite & distribute securities
  - Stocks for private investors
  - Bonds for governments
  - Units



# EOI Spherical Integrations™ Business Model



# EOI Global Focus

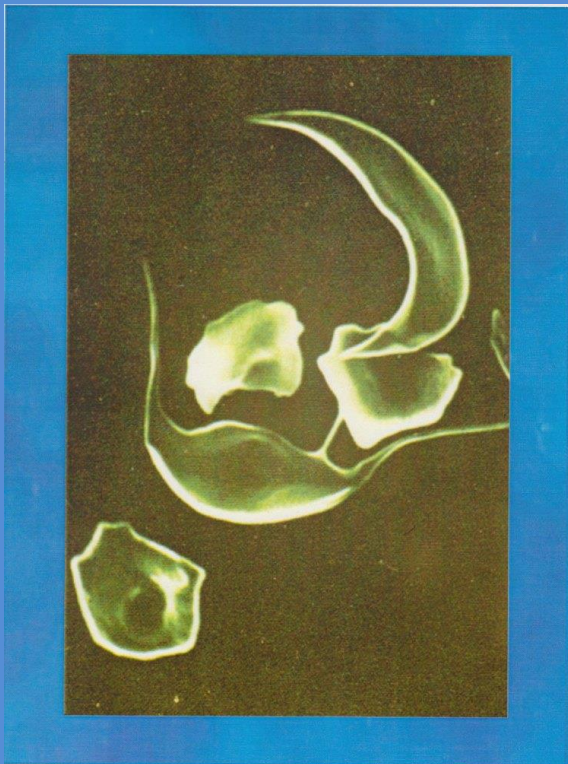
- Bio-Medical-Science
  - Sickle Cell Disease
  - HIV/AIDS
  - Cancer
  - Diabetes
  - Thalassemia
  - Malaria
  - Pediatric Medicines
  - Aging Global Population
  - Autism



# Sickle Cell Anemia

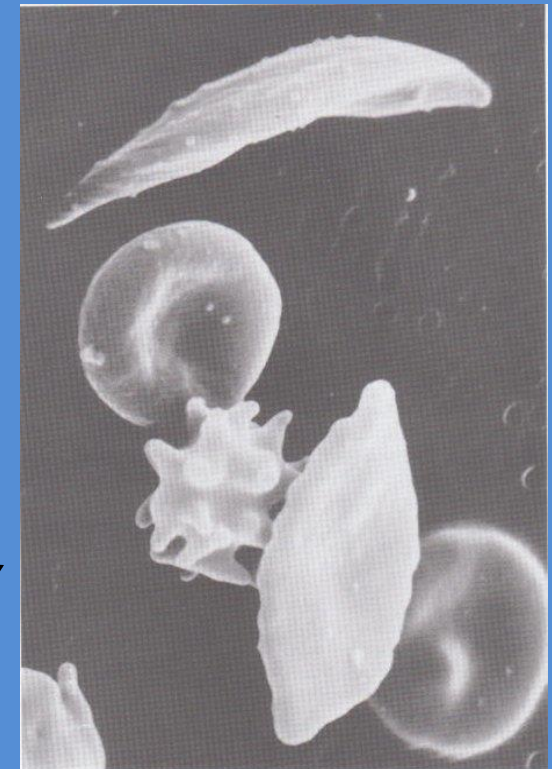
- **Causes:**

- Hereditary blood disease, which occurs if a person's blood cells contain too many hemoglobin S molecules, which cause the cells to "sickle" or take a crescent shape.
- Sickled cells block blood vessels slowing the flow of blood vessels slowing the flow of blood and depriving the body tissues of oxygen.



*The long curving shape is a red blood cell that causes sickle cell anemia.*

*Several red blood cells:  
(in descending order)  
A sickled red blood cell;  
A normal round red blood cell;  
Another abnormal red blood cell (spiky);  
a red blood cell that is beginning to sickle;  
and a normal red blood cell.*



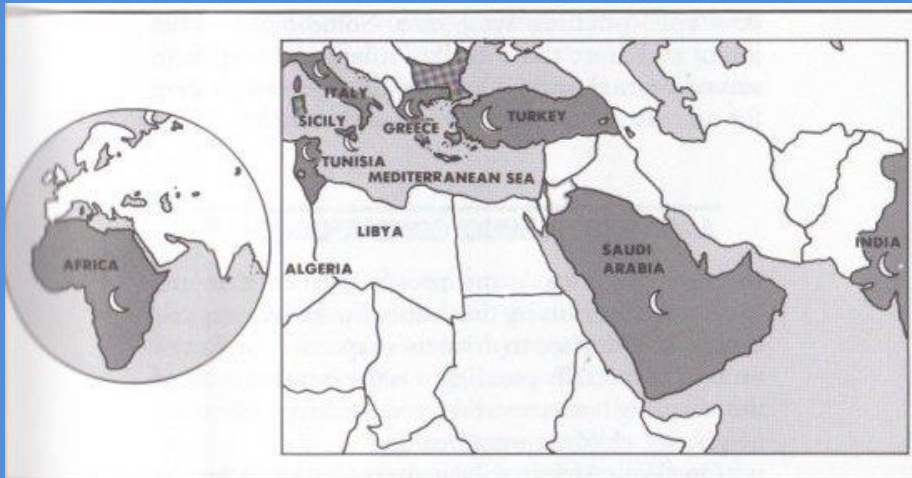
# Sickle Cell Anemia

- **Effects:**

- Attacks of severe pain, high fever and damage to body tissues can occur. Sickle cell anemia is especially damaging to the bones, central nervous systems, liver, lungs and spleen.
- Some victims suffer paralysis, blindness, convulsions or loss of speech. Many die in childhood and few live past the age of 40.

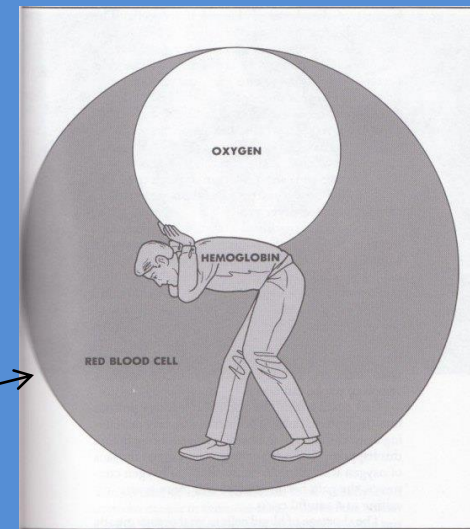
- **Afflicted:**

- Over 250 million people around the world.
- Victims have been found in all parts of the world and in many races.
- Victims must inherit the sickling gene (hemoglobin S) from both parents



*Areas of the world where the hereditary disease of sickle cell anemia originated*

*Hemoglobin in the red blood cells is the carrier of oxygen*





# Treatment

- 1942: Exposure to pure oxygen at ambient temperatures and pressures (hyperbaric) failed to reverse the clinical syndrome of painful crisis despite the decrease of circulating sickled cells.
- 1970-1991: Several chemical compounds used, such as sodium cyanate, urea and carbamyl phosphate, but often found to be ineffective or to have negative side effects.
- **1992:** The United States Patent Office awards the first-ever patent for a sickle cell anemia orthomolecular treatment method to **Dr. Michael Wilburn of Longview, Texas.**

[54] ORTHOMOLECULAR METHOD OF TREATING SICKLE CELL DISEASE  
[76] Inventor: Michael Wilburn, 709 Washington St., Longview, Tex. 75601  
[21] Appl. No.: 652,773  
[22] Filed: Feb. 8, 1991  
[51] Int. Cl.<sup>3</sup> ..... A61K 9/08; A61K 9/14; A61K 31/355; A61K 37/02  
[52] U.S. Cl. .... 424/422; 424/423; 424/434; 424/435; 424/451; 424/464; 424/466; 424/489; 514/815; 514/951; 514/953; 514/960; 514/962; 514/966  
[58] Field of Search ..... 424/422, 423, 434, 435, 424/436, 451, 464, 489; 514/815, 951, 953, 960, 962, 966

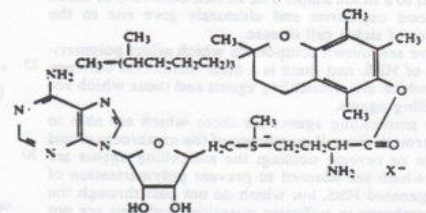
[56] **References Cited**  
**U.S. PATENT DOCUMENTS**  
4,390,526 6/1983 Gorecki et al. .... 424/177  
4,866,052 9/1989 Hider et al. .... 514/184  
4,983,626 1/1991 Ismail ..... 514/458

**OTHER PUBLICATIONS**  
"A Decrease In Irreversibly Sickled Erythrocytes In Sickle Cell Anemia Patients Given Vitamin E", Natta et al., *American Journal of Clinical Nutr.*, May 1980, 33(5) pp. 468-471.  
Batlle et al., "Two Cases of Infantile Porphyria cutanea Tarda: Successful Treatment with Oral S-Adenosyl-L-Methionine and Low-Dose Oral Chlo-

roquine." *Brit. J. of Dermatology* (1987), vol. 116, pp. 407-413.  
Tangney et al., "Selected Indices of Micronutrient Status in Adult Patients With Sickle Cell Anemia (SCA)," *American Journal of Hematology* (1989), vol. 32.

**Primary Examiner**—Thurman K. Page  
**Assistant Examiner**—Carlos Azpura  
**Attorney, Agent, or Firm**—Roper & Quigg

[57] **ABSTRACT**  
A method for preventing the sickling of sickle cells in a patient having sickle cell disease, the method which comprises administering to the patient a therapeutically effective amount of a compound having the formula:



wherein X<sup>-</sup> is selected from the group consisting of iodide, chloride, bromide, hydroxyl, nitrite, phosphate and acetate.

13 Claims, No Drawings

ORTHOMOLECULAR METHOD OF TREATING SICKLE CELL DISEASE

BACKGROUND OF THE INVENTION

1. Field of the Invention  
The present invention relates to novel compounds and pharmaceutical preparations including the same which are useful in the treatment of sickle cell disease.  
2. Description of the Prior Art  
Sickle cell disease is caused by a hemoglobin mutant called hemoglobin S, known as HbS. The mutation of HbS involves the replacement of a polar residue, glutamic acid, by a hydrophobic one, valine, in the 6th position of the β-chains, and this renders the HbS capable of polymerization in the deoxygenated form. See Pauling et al., *Science* 110, 543 (1949); Ingram: *Nature*, (London) 178, 792 (1956). In the deoxygenated state, the HbS molecules aggregate in the form of elongated microtubular structures which distort the shape of the red cell to a sickle shape. The sickled cells tend to block the blood capillaries and ultimately give rise to the sequelae of sickle cell disease.

There are known compounds which affect polymerization of HbS, and there is a clear distinction between those which are antisickling agents and those which are antigelling agents.

The antisickling agents are those which are able to pass through the cell membrane of the erythrocytes and prevent or reverse sickling; the antigelling agents are those which are adapted to prevent polymerization of deoxygenated HbS, but which do not pass through the cell membrane in sufficient quantities and thus are not adapted to prevent or reverse sickling when contacted with red blood cells of a patient suffering from sickle cell disease.

Antigelling agents are not capable of preventing sickling, nor are they adapted to reverse sickling when incubated with erythrocytes.

In this regard, Tables II and III of U.S. Pat. No. 4,390,526 disclose various antisickling and antigelling agents, respectively, which have been developed in prior efforts to alleviate the deleterious effects of sickle cell disease. Known antisickling agents disclosed therein include DL-glyceraldehyde, various aldehydes and ketones, alkyl urea and urea, 2(benzoyl amino) pyridinium benzoate, dibromo aspirin, 3,4-dihydro-2,2-dimethyl 2H-1 benzopyridinium-6-butyric acid, pyridoxal, cystamine, nitrogen mustard, potassium cyanate, dimethyl adipimadate, and benzyl esters of certain amino acids. Cited antigelling agents include tri- and tetrapeptides, aromatic compounds, aromatic amino acids and peptides, and oligopeptides.

Sickle cell disease has been studied extensively, but in spite of this there does not exist a universally acceptable therapeutic agent for the treatment of this disease. During recent years attempts have been made to provide such agents. Some of these efforts are based on the use of three types of compounds:

- a. Agents which bind covalently with the hemoglobin molecule;
- b. Agents which bind non-covalently to this molecule; and
- c. Agents affecting the cell membrane.

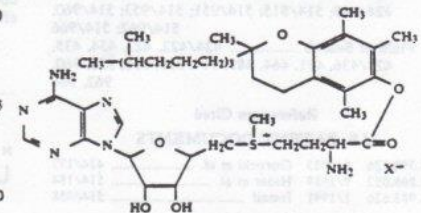
A number of known antisickling agents have a rather high toxicity, one of these being, for example, potassium cyanate. Moreover, it is generally agreed that none of the known agents for treating sickle cell anemia provide

satisfactorily efficacious results over prolonged periods of time.

It would therefore be highly desirable to provide an active agent which is effective in preventing the sickling of erythrocytes in sickle cell patients, without the accompanying toxicity that is characteristic of many prior art treating agents.

SUMMARY OF THE INVENTION

According to the present invention, a pharmaceutical composition for preventing the sickling of sickle cells in a patient having sickle cell disease is provided. The composition comprises a pharmaceutically acceptable carrier and a therapeutically effective amount of an active agent having the formula:



wherein X<sup>-</sup> is selected from the group consisting of iodide, chloride, bromide, hydroxyl, nitrite, phosphate and acetate. A preferred compound is provided where X<sup>-</sup> comprises iodide.

The pharmaceutical compositions provided by the instant invention employ a therapeutically effective amount of the above-indicated active agent. This amount will generally comprise about 10 mg to about 1200 mg of the active agent per kilogram of patient body weight per day.

The novel compounds provided by the invention are highly viscous substances which are preferably provided in a suitable pharmaceutically acceptable carrier well-known in the art, in either solid or liquid forms. Exemplary solid form preparations include powders, tablets, dispersible granules, capsules, cachets and suppositories. Suitable liquid forms for delivering the compositions of the invention include solutions, suspensions and emulsions.

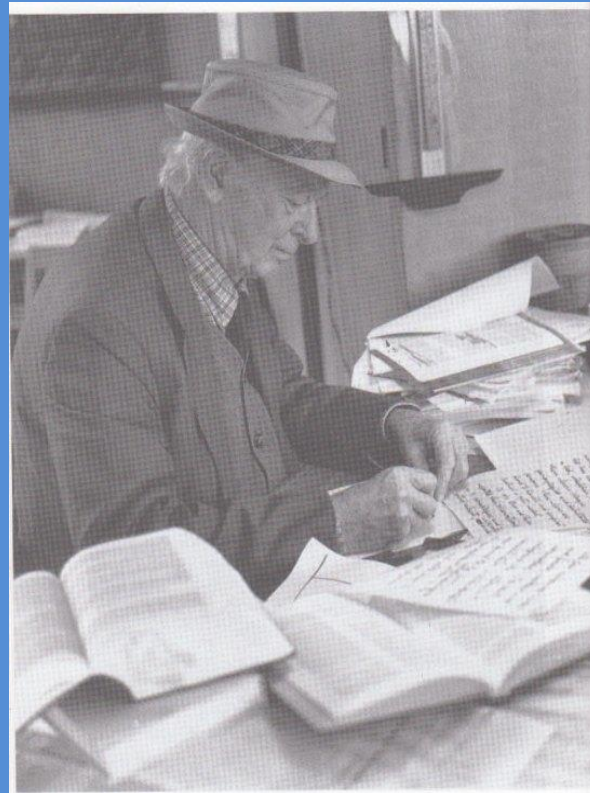
The pharmaceutical compositions of the invention may include one or more additional ingredients well-known in the art selected from the group consisting of diluents, flavoring agents, solubilizing agents, colorants, lubricants, suspending agents, binders, tablet disintegrating agents, stabilizers, buffers, sweeteners, dispersants, thickeners, and mixtures thereof.

The present invention also contemplates a method for preventing the sickling of sickle cells in a patient having sickle cell disease. The method comprises administering to said patient a therapeutically effective amount of a compound having the formula:

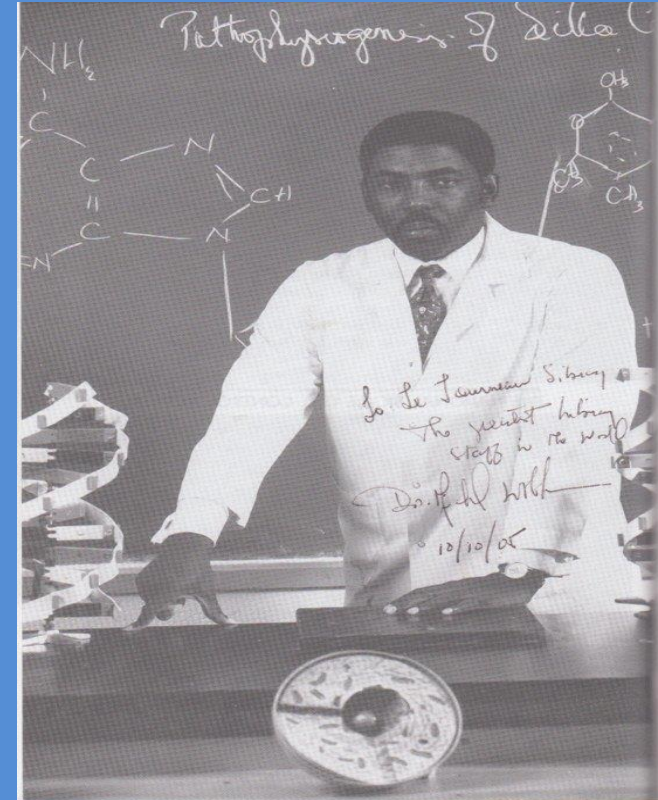
# Pioneers in Sickle Cell Research



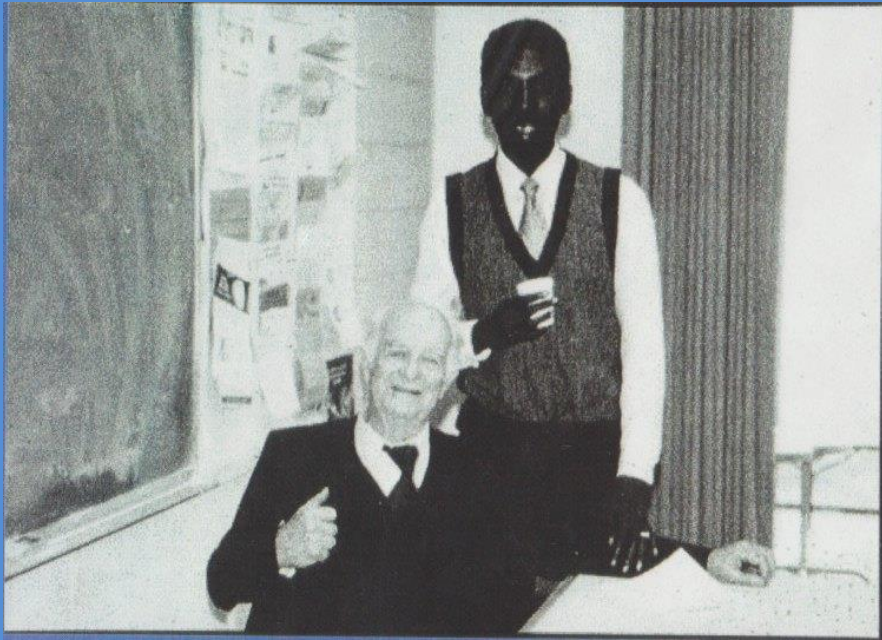
In 1910, **Dr. James B. Herrick** solved the mystery surrounding the deaths of many infants and children. Dr. Herrick, in examining a sample of blood from an anemic patient under a microscope, observed red blood cells curved like the blade of a sickle. He called the condition sickle cell anemia.



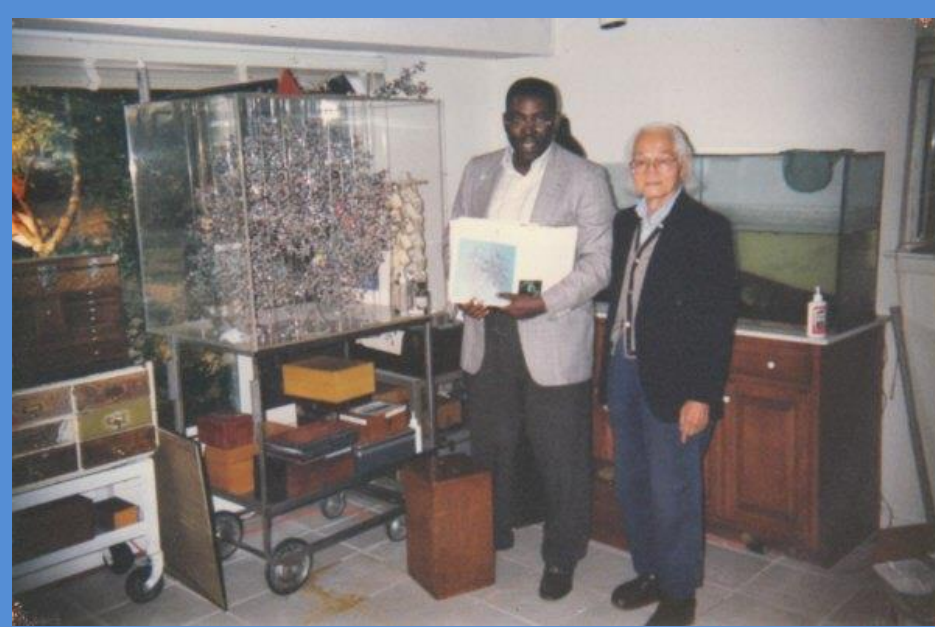
**Dr. Linus Pauling**, who has won the **Nobel Prize for Chemistry and the Nobel Prize for Peace**, discovered the cause of the sickling of the blood cells in the hemoglobin.



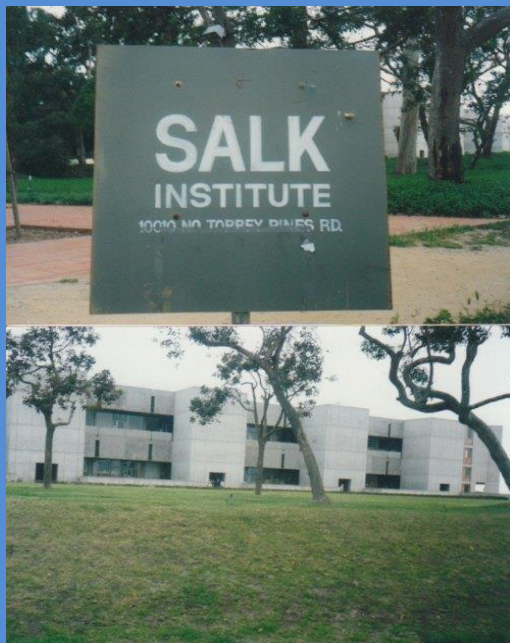
**Dr. Michael D. Wilburn** holds two patents in the United States for **Formula M-15** along with numerous derivatives, including 48 international patents. Dr. Wilburn has actively studied sickle cell anemia disease since mid 1970 in many countries including Malaysia, Thailand, Kenya, East Africa, the Philippines and Australia. As a result of his effort, new treatments have been discovered for people suffering with the hereditary disease.



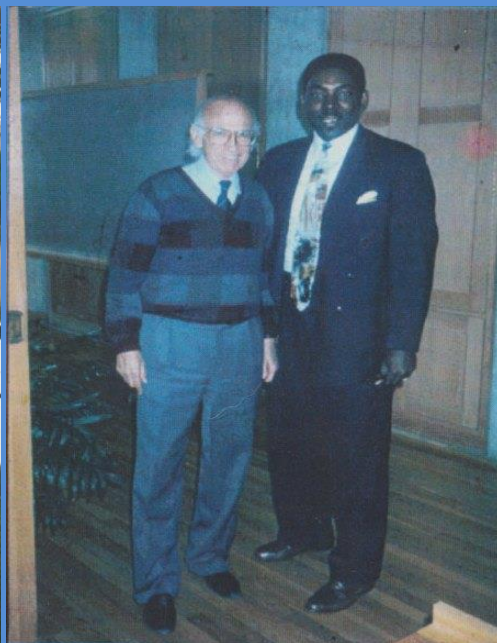
Dr. Wilburn with Dr. Linus Pauling



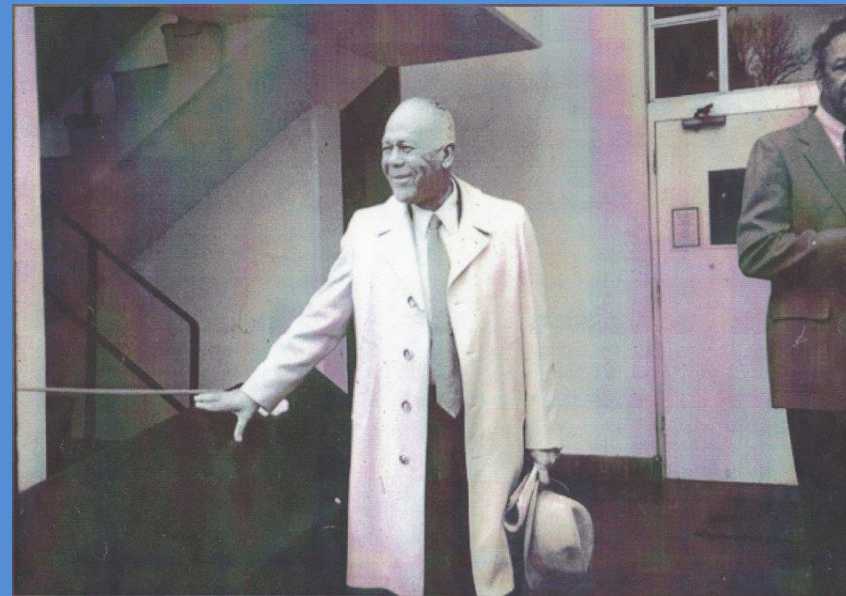
Dr. Wilburn with Dr. Makio Muramyamo

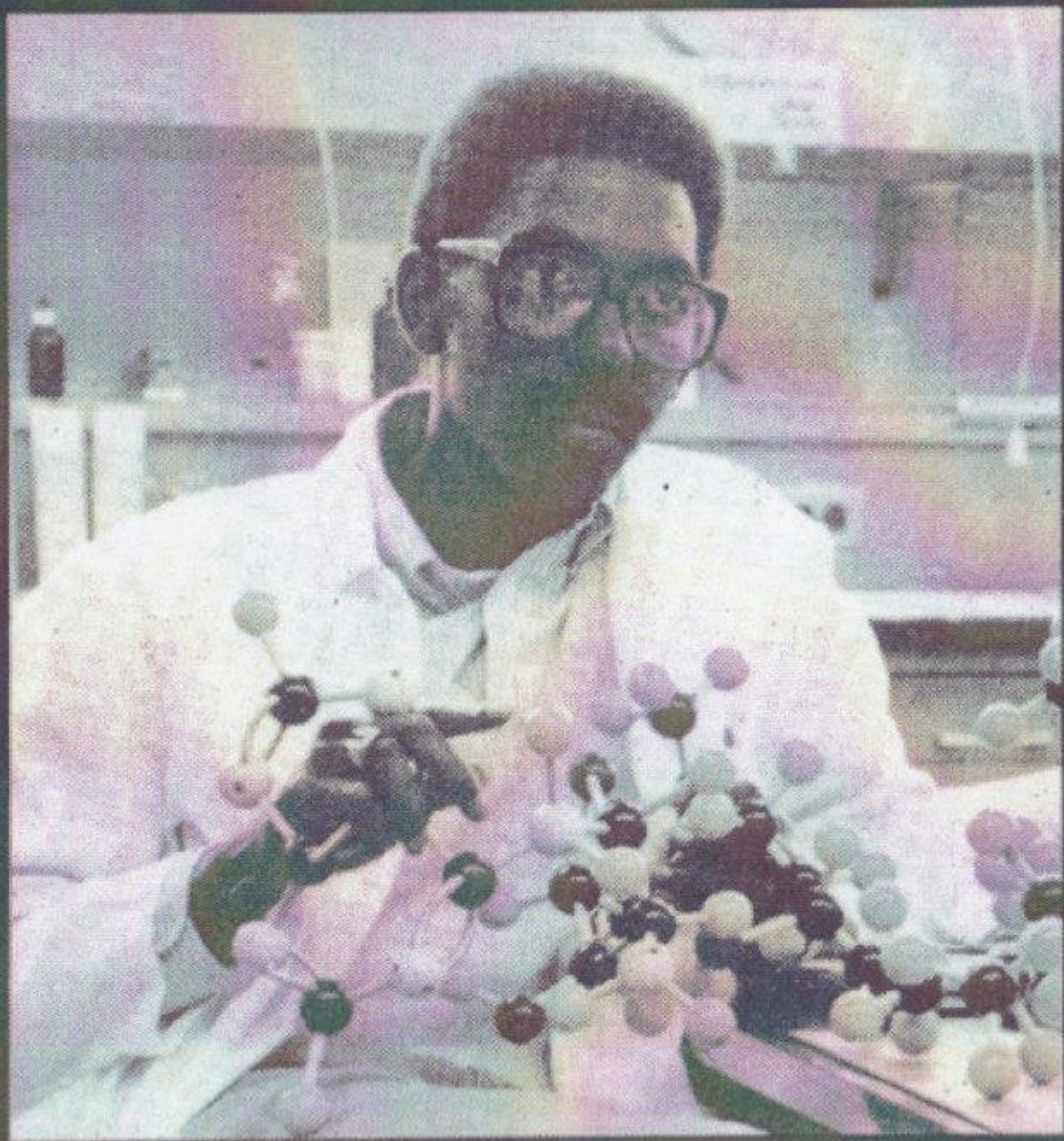


Dr. Wilburn with Dr. Jonas Salk



Dr. Henry C. McBay





# Dr. Wilburn Appears Before Congress 03/26/1998

## NEW DEVELOPMENTS IN MEDICAL RESEARCH: NIH AND PATIENT GROUPS

HEARING  
BEFORE THE  
SUBCOMMITTEE ON  
HEALTH AND ENVIRONMENT  
OF THE  
COMMITTEE ON COMMERCE  
HOUSE OF REPRESENTATIVES  
ONE HUNDRED FIFTH CONGRESS

SECOND SESSION

MARCH 26, 1998

**Serial No. 105-76**

Printed for the use of the Committee on Commerce



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MICHAEL BILIRAKIS  
8TH DISTRICT, FLORIDA

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WORLDWIDE WEB PAGE:  
[www.house.gov/bilirakis.welcome.html](http://www.house.gov/bilirakis.welcome.html)



Congress of the United States  
House of Representatives  
Washington, DC 20515-0909

April 24, 1998

Dr. Michael Wilburn  
Research Scientist  
PSI Delta, Inc.  
6116 N. Central Expressway #718  
Dallas, Texas 75206

Dear Dr. Wilburn:

Thank you for taking the time to testify at the March 26 hearing of the Health and Environment Subcommittee on "New Developments in Medical Research: NIH & Patient Groups."

This hearing was an important opportunity to learn more about the NIH priority-setting process and ongoing research efforts related to a number of specific diseases. Your testimony will be particularly helpful as the Subcommittee continues its work on these critical issues.

I also wanted to take this opportunity to share a copy of my recent letter to NIH Director Harold Varmus. My letter was intended to urge NIH to give increased attention to the specific diseases discussed at the hearing. I hope you will find this information helpful.

Again, thank you for your participation at the hearing.

Sincerely yours,

Michael Bilirakis  
Member of Congress

MB:tt

PLEASE RESPOND TO:

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# Dr. Wilburn Appears Before Congress 03/26/1998

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JAMES E. DERDENIAN, CHIEF OF STAFF

## SUBCOMMITTEE ON HEALTH AND ENVIRONMENT

DATE: Thursday, March 26, 1998  
 TIME AND PLACE: 10:30 a.m. in Room 2123 Rayburn House Office Building  
 SUBJECT: New Developments in Medical Research: NIH & Patient Groups

### WITNESS LIST

#### PANEL I

Mr. Muhammad Ali  
 National Spokesman  
 National Parkinson Foundation  
 1250 24th Street, N.W., Suite 300  
 Washington, D.C. 20037

Dr. Abraham Lieberman  
 Executive Director  
 Muhammad Ali Center  
 National Parkinson Foundation  
 1250 24th Street, N.W., Suite 300  
 Washington, D.C. 20037

#### Panel II

Dr. Neil M. Bresciter  
 Associate Professor of Ophthalmology  
 National Eye Institute

The Honorable Billy Tauzin  
 U.S. House of Representatives  
 2183 Rayburn House Office Building  
 Washington, D.C. 20515

The Honorable Nancy Johnson  
 U.S. House of Representatives  
 343 Cannon House Office Building  
 Washington, D.C. 20515

The Honorable Jon Fox  
 U.S. House of Representatives  
 435 Cannon House Office Building  
 Washington, D.C. 20515

The Honorable James T. Walsh  
 U.S. House of Representatives  
 2351 Rayburn House Office Building  
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Dr. Sue Byrnes  
 Associate Director  
 National Eye Institute

The Honorable Carrie Meek  
 U.S. House of Representatives  
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The Honorable Peter DeFazio  
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The Honorable John Porter  
 U.S. House of Representatives  
 2373 Rayburn House Office Building  
 Washington, D.C. 20515

The Honorable Ray McGrath  
 1714 Esquire Lane  
 McLean, Virginia 22101

#### Panel III

Dr. Harold E. Varmus  
 Director  
 National Institutes of Health  
 U.S. Department of Health & Human Services  
 Bethesda, Maryland 20892-6200

#### Panel IV

Dr. William Dement  
 Director  
 Stanford Sleep Research Center  
 701 Welch Rd. # 2226  
 Palo Alto, California 94304

The Honorable Ray McGrath  
 1714 Esquire Lane  
 McLean, Virginia 22101

Mr. Brad Margus  
 A.T. Children's Project  
 1 West Camino Real  
 Suite 212  
 Boca Raton, Florida 33432

Dr. Michael Wilburn  
 Research Scientist  
 PSI Delta, Inc.  
 6116 N. Central Expressway #718  
 Dallas, Texas 75206



## A DREAM COMES HOME

*Michael Wilburn's quest to stop sickle cell anemia brought him back to East Texas, where friends and family nurture his hopes*

**By Della M. Rice**  
Staff Writer

**LITTLETON, Texas** — The best advice Michael Wilburn was given, "Go home."

Wilburn, nearly 50, spent years, but it couldn't be long until he got his feet planted in a quiet, working-class town in East Texas.

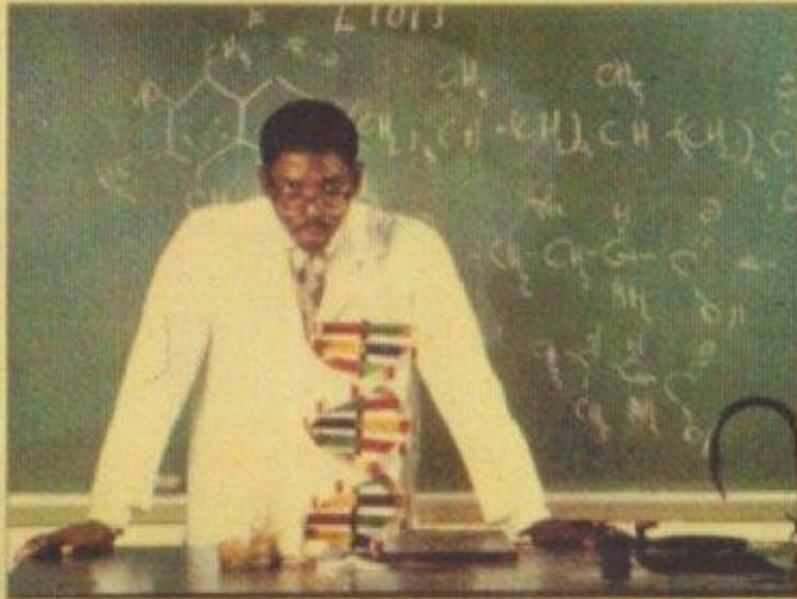
The son of an auto dealer's mother, one helping, one being helping, he is a doctor in a small, one-story building on a street in the center of town. He is a doctor in a small, one-story building on a street in the center of town.



**"Stand for yourself. If you stand for yourself, someone else will stand with you."**

— Della M. Rice, Michael Wilburn's grandmother

But now he is back in the center of town. He is a doctor in a small, one-story building on a street in the center of town. He is a doctor in a small, one-story building on a street in the center of town.



Michael Wilburn, left, gets personal support from family, including his wife, Carol Johnson.



Michael Wilburn, left, gets personal support from family, including his wife, Carol Johnson.

**"Sometimes during the struggle, I have asked myself, 'Why are you in this?'"**

— Michael Wilburn, sickle cell anemia researcher

THE BISHOP'S PALACE • STATE LINES • TWO GARDENS IN SAN ANTONIO • DAVE BARRY

# TEXAS

Houston Chronicle Magazine

December 20, 1992

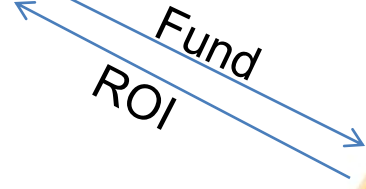
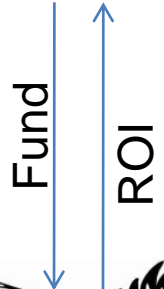


**DETERMINED  
TO FIND  
THE CURE**

Michael Wilburn's dream of  
ending sickle cell anemia

Dr. WILBURN FEATURED IN HOUSTON CHRONICLE

# Now Is The Time



Psi LiQuid Concepts, Inc.

Psi Research Center, Inc.

Psi Delta Global Medical, Medical Management, Marketing and Consulting Group, L.L.C.

# Psi LiQuid Concepts, Inc.



Transforming Global Health<sup>®</sup>  
One Person at a Time

# Psi LiQuid Concepts, Inc.

- Company located in Dallas, Texas
- Strongly committed to developing and formulating the safest and most effective health and nutritional products available, supported by scientific studies and manufactured to the highest level matching pharmaceutical standards.
- Psi LiQuid Concepts, Inc. seeks to develop the manufacturing facilities necessary to develop and introduce new products, pursue private label manufacturing opportunities, and increase sales and profits.

# Psi LiQuid Concepts, Inc.

- Psi LiQuid Concepts, Inc. is seeking **€22 Millions** in funding. The funding will be used to:
  1. Launch proprietary liquid VMS formulations,
  2. Attract top-tier management team members with proven track records across a broad range of disciplines, preferably those with extensive experience in corporate startup and development and specialty international retailing,
  3. Become strategically positioned as the global leader in the VMS (vitamins, minerals and supplements) marketplace,
  4. Develop exclusive high-end brands eclipsing those of New Chapter, Garden of Life, Barleans, Life Extensions and other similar corporations.

# Psi LiQuid Concepts, Inc.

- **Objectives**

1. To have a strong, positive effect on the sustainable livelihood of the poorest of the poor of the international communities.
2. To develop unique proprietary formulations for three age groups: 25-45, 45-60, 60 and above.
3. To develop nutraceutical products that work to mitigate the harmful effects of free radical formation.
4. To develop safe and effective biomedical scientific-based formulations.
5. To develop, manufacture, market and distribute unique nutraceutical proprietary formulations based upon alpha-S-adenosyl-methionine (SAM).

# Products

- Psi LiQuid Concepts, Inc. will produce a product line of 14 different products. The products will be liquid multi-purpose formulations.
  1. **Formula M-15™** is a multi-purpose liquid mineral and vitamin formulation.
  2. **Formula 101™** is a memory enhancer. It will be a preventative for the onslaught of overwhelming free radicals. It will be ideally formulated as a natural stool softener.
  3. **Formula 202™** is an excellent formulation for a subset of diabetic patients.
  4. **Formula 303™** is a weight loss formulation.
  5. **Omega Liquid™** is designed for the male physiology.
  6. **The E-MAX™** formula is an anti-depressant and an effective treatment for osteoarthritis.
  7. **E-MAX™** because of a more readily available source of -CH<sub>3</sub> (methyl) groups due to the presence of vitamin E:
    - does not readily break down into homocystein which is a potential harmful by-product of regular **SAM-e**
    - has more than 4 times the methylation activity than that of regular **SAM-e**.



# Products (Continue)

- **Senior Select Formulations:**

8. **Senior Select Gold™** is a scientifically designed formulation to increase energy and stamina, function as a stool softener and gentle, efficient bowel regulator, increase joint lubrication and joint stability, decrease tinnitus, impact joint popping and cracking noises, increase endurance, enhance ability to lift weights, improve concentration, increase sexual appetite in both men and women.
9. **Senior Select M-15™ MAXIMUM ANTI-AGING** allows people to age comfortably while remaining active, alert and vibrant.
10. **Senior Select 101™** was formulated to impact joint pain and inflammation. Formula 101 has the ability to make prostaglandins.
11. **Senior Select Omega Liquid™** was scientifically designed to increase the health of the male genitalia by combating uncontrolled free radical physiology.
12. **Senior Select 404™** was designed strictly for female seniors to combat symptoms of depression, physical inactivity, sleep irregularities, mood swings, memory problems, hot flashes, night sweats, poor concentration, energy loss, stress, and osteoporosis. These symptoms affect 44 million Americans at a cost of \$17 billion per year.
13. **Senior Select 303™** will be marketed as a diet energy drink. Diet energy drinks are growing at nearly twice the rate of soft drinks. It is estimated by Goldman Sachs and Martel that the diet energy drink market will hit nearly \$10 billion.
14. **Senior Select E-MAX™** will also focus on the energy drink market for seniors (a niche market). Over the last five years, the energy drink market has grown on average over 50% per year, totaling over \$3 billion in 2005. E-MAX™ is formulated to compete directly with Red Bull and the other energy drinks currently available on the world market.

# Psi Research Center, Inc.



**Wholeness: A Universal Priority<sup>®</sup>**

# Psi Research Center, Inc.

- Psi Research Center, Inc. is a global people-focused, research-driven, biomedical pharmaceutical company poised to become the leader of the \$550 billion global pharmaceutical industry.
- Psi Research Center, Inc. exists to have a far-reaching power to totally transform the disparities of the current global health care delivery system model into a life-transforming Wealth of Wellness™ by investing in and developing affordable, safe, accessible products that make the world's population healthier.

# Psi Research Center, Inc.

- Psi Research Center, Inc. is seeking **€50 Millions** in funding. The funding will be used to:
  1. Build research facilities which focus on finding cure for **HIV/AIDS, Cancer, Diabetes, Thalassemia, Malaria, Pediatric Medicines, Aging Global Population, Autism.**
  2. Engage the medical schools of Harvard, Morehouse, and Yale in biomedical clinical research and to initiate basic clinical studies at Oxford University,
  3. Attract Nobel Laureates in the fields of medicine, physics and economics,
  4. Attract top-tier management team members with proven track records across a broad range of disciplines,
  5. Become strategically positioned to take over as the global leader in the pharmaceutical industry,
  6. Develop affordable, safe, effective medicines.

# PSI RESEARCH CENTER, INC

IPO Underwriter:  
J.P. Morgan Chase

**Pharmaceutical  
Companies**

*-Manufacturing  
-Distribution  
-Marketing*

**Pharmaceutical  
Companies**

Sickle-Cell Anemia  
Thalassemia  
Malaria

Diabetes  
Pancreatitis  
Halogenated hydro-  
Carbon liver injury

Aging  
Segmental progeria disorder  
Down's Syndrome

AIDS

Parkinson's Disease  
Alzheimer's  
Muscular dystrophy  
Multiple Sclerosis

Lung Cancer  
Emphysema  
Oxidant pollutants (O3, NO2)  
Bronchopulmonary dysphasia  
Asbestos carcinogenicity

Autism

Rheumatoid arthritis  
Autoimmune disease  
Glomerulonephritis

Stroke  
Myocardial infraction

Arteriosclerosis  
Alcohol cardiomyopathy

Solar radiation  
Thermal injury  
Porphyria

Organ transplantation

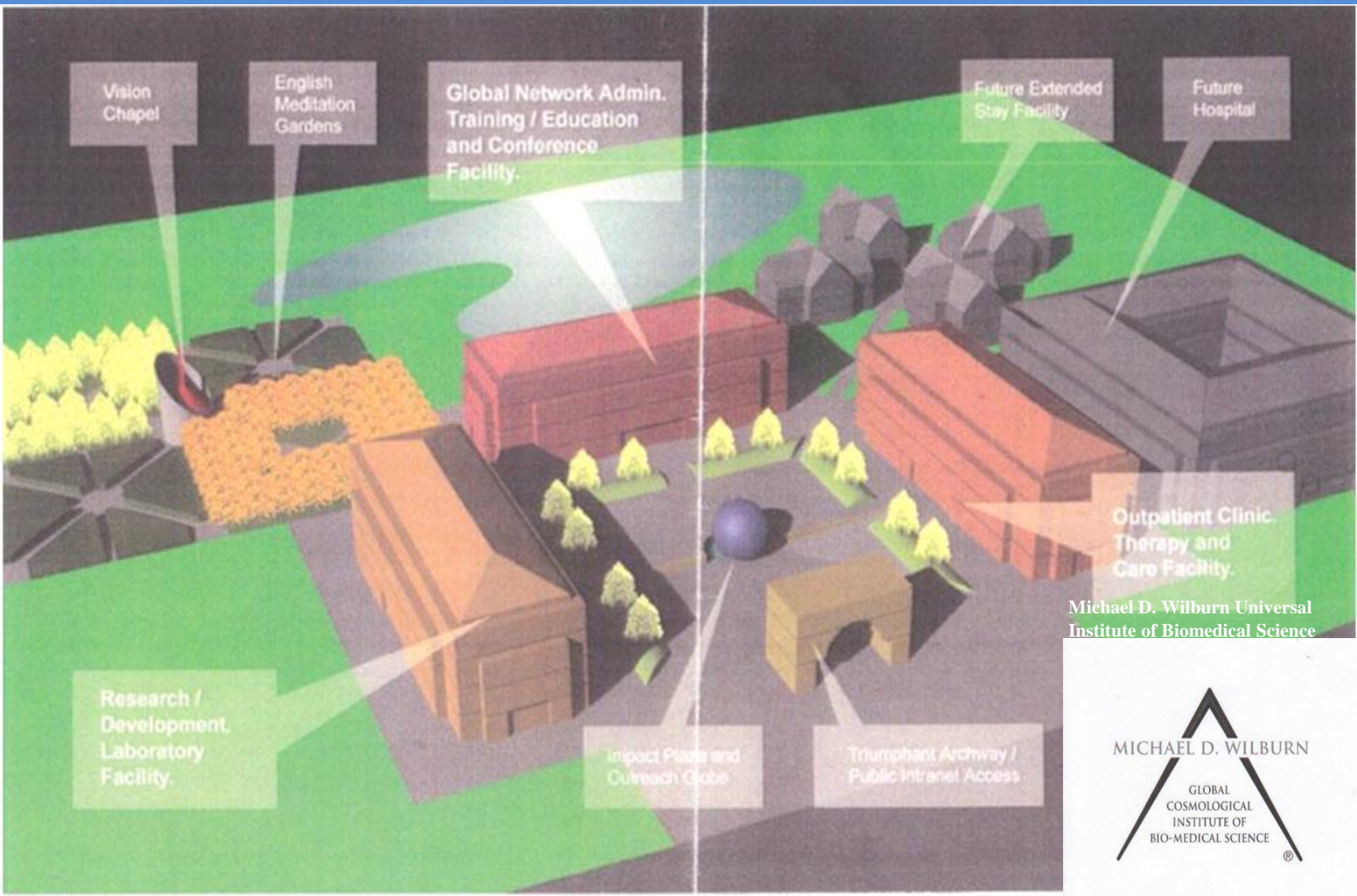
Cataractogenesis  
Degenerative retinal damage  
Macular degeneration

Obesity

Cystic Fibrosis

**PUBLIC**

# Michael D. Wilburn Universal Institute of Biomedical Science



Vision Chapel

English Meditation Gardens

Global Network Admin. Training / Education and Conference Facility.

Future Extended Stay Facility

Future Hospital

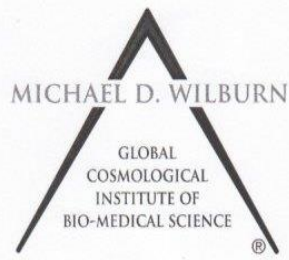
Research / Development Laboratory Facility.

Impact Plaza and Outreach Globe

Triumphant Archway / Public Intranet Access

Outpatient Clinic Therapy and Care Facility.

Michael D. Wilburn Universal Institute of Biomedical Science



# Psi Delta Global Medical, Medical Management, Marketing and Consulting Group, L.L.C.



Global Medical, Medical Management, Marketing and Consulting Group, L.L.C.

# Psi Delta Global Medical, Medical Management, Marketing and Consulting Group, L.L.C.

- **Global Medical Management**

- Psi Delta will provide planning, management, and design services to thousands of physicians and other health care providers throughout the United States and in many countries in the world.
- Psi Delta approach combines an in-depth understanding of the problems and opportunities within the health care system with technical expertise in management, contracts, economics, finance, managed care, systems, health planning, statistics, demographics, and design.
- Our business objective is to provide specialized, comprehensive management resources for physicians in private practice and for related healthcare organizations.
- Typical management services include:
  - Complete Practice Reviews
  - Systems and Procedures
  - Reimbursement and Coding
  - Medicare Audits
  - Fee Schedule Reviews
  - Computer Needs Assessment
  - Staffing and Work Distribution
  - Personnel Policies
  - Financial Controls
  - Billing and Collection Analysis
  - Overhead Management



# Psi Delta Global Medical, Medical Management, Marketing and Consulting Group, L.L.C.

- **Global Medical Marketing**
- Psi Delta's marketing team will focus on market products for Psi LiQuid Concept, Inc and Psi Research, Inc. At the same time, we will also working with corporations and governments to help marketing medical products through our channels.
- Psi Delta provide comprehensive Healthcare marketing consultant services including:
  - Medical practice business startups,
  - Marketing action plans,
  - Referral development campaigns,
  - Collateral material development including, brochures, newsletters, flyers, tradeshow materials and exhibits, corrective marketing strategies, advertising, direct mail, media, public and community relations, education seminars and other practice development related activities.

# Marketing Strategy

- Psi Delta focus on different marketing strategy such as:
  - E-Commerce
  - Domestic Marketing
  - Export Marketing
  - International Marketing
  - Multinational Marketing
  - Global Marketing
  - Advertising

# Psi Delta Global Medical, Medical Management, Marketing and Consulting Group, L.L.C.

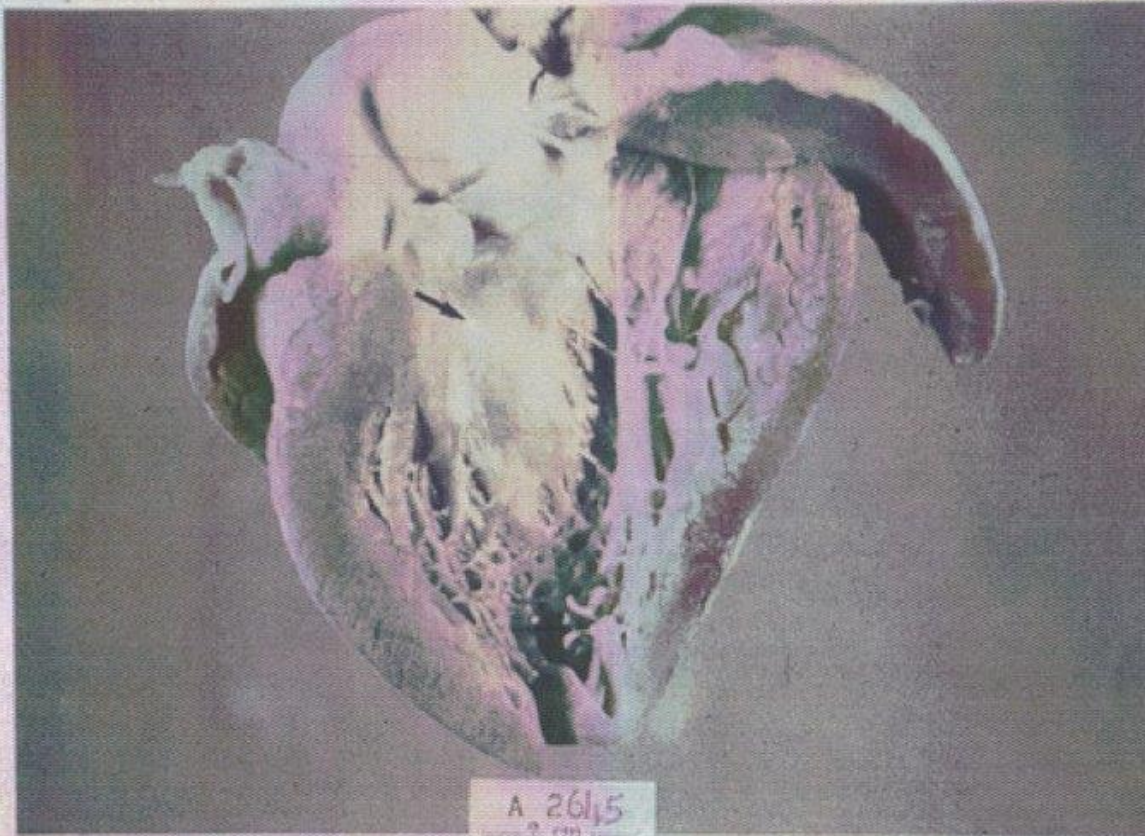
- **Global Medical Consulting**
- Psi Delta is a global firm specializing in global medical consulting, both at the surgical practice and corporate levels.
- Psi Delta carefully utilizes the sciences of business management and marketing to healthcare leaders, working hand-in-hand with key medical and industry professionals to bring about communication and strategic directions for established organizations.
- Psi Delta hires consultants who have the knowledge, expertise, and experience to help our clients achieve greatness. Our consultants are well-versed in the latest market trends and the medical management techniques needed to energize practices and organizations, giving them a healthy financial prognosis for years to come.

# Practice Consulting

- On the individual practice level, our consulting expertise includes:
  - Growth strategies/strategic planning
  - Marketing and advertising
  - Finance and administration
  - Mergers and acquisition
  - Optical development
  - Ancillary income streams
  - Comparative analysis to industry benchmarks
  - Ambulatory surgical center development
- At the corporate level, our consulting expertise consists of:
  - Strategic planning
  - Sales and marketing development
  - Business development
  - Creative strategy and collateral development
  - Value-added practice consulting
  - Infrastructure development
  - Product launches
  - Co-op marketing materials
  - Education courses

# Global Insurance Group





**Color Plate 21.** Pathological specimen from a 5-year-old boy with sickle cell disease who was found unresponsive. The left ventricle is hypertrophied with areas of fibrosis on the endocardial surface of the left ventricle and posterior septal wall.

*“Every morning, when I wake up, I see the image of the heart of this five year old boy and think of the anguish in the face of this young boy’s mother. I see her tears, and feel her pain, and say never again! This image motivates me every single day to fight relentless in defeating sickle cell disease.”*

*Dr. Michael D. Wilburn*