



## *About IDA Medical Foundation*

The first sign of heart disease for 60% of Americans is sudden death or heart attack. The first manifestation of most cancers is at a late symptomatic stage, when prognosis is poor. There are now many technologies (EBCT heartscans, virtual colonoscopy, lungscans, novel cancer blood markers, physiologic tests etc.) that can detect disease in the earliest stages, when therapy is most beneficial. Managed care has generally been indifferent (no coverage) and in some cases has actively discouraged physicians and the public from gaining access to extensively validated early detection tests such as coronary heartscans, new cancer blood markers and virtual colonoscopy.

IDA founder, James Ehrlich, M.D. has served as medical director of high tech prevention centers in several US cities, and is a recognized authority on early detection technologies. He explains why he created the foundation:

“I have had the privilege of precisely identifying heart attack risk and cancer for thousands at an early stage,” says Dr. Ehrlich. “I am now hoping to develop the IDA Medical Foundation, a non-profit corporation which will align with several of the nation’s leading prevention programs (with vastly underutilized technologies) to provide services to all qualified individuals, regardless of income status.”

It is the mission of IDA Medical Foundation to address two national problems in healthcare:

1. The fact that physicians and the vulnerable citizen generally wait for the appearance of symptoms of life-threatening illness, which is often too late to meaningfully affect outcomes.
2. The most advanced screening technologies and blood tests in the early detection of disease are only accessible to relatively affluent individuals because of managed care’s non-coverage of many established and emerging preventive screening tests

We plan to do this through...

**Charity:** To provide access (regardless of ability to pay) to the most advanced preventive screening tests in the EARLY detection of cardiovascular disease, diabetes and cancer so that preventive strategies can be most successful

**Education:** To educate clinicians about the proper use of advanced technologies, biomarkers and tests to detect disease in “pre-symptomatic” phases and to involve them in sophisticated preventive medicine programs that will improve outcomes for patients

**Science:** To perform clinical research in various at-risk populations on the role and impact of new imaging, physiologic, genetic and biomarker tests in preventive medicine.