



BELIEVE BIG INSTITUTE OF HEALTH

CHANGING THE WAY CANCER CARE
AND PREVENTION ARE APPROACHED

SEEKING FUNDING
EXPERTISE AND
OPERATIONAL
PARTNERS

TEAM

Dr. Nasha Winters // Co-founder, Clinical Practice and Education // Global healthcare authority in integrative cancer research and consults with physicians around the world.

Debbie Lee // Co-founder, Business Strategy and Operations // Successful team and practice leader who has cultivated expertise in management science, operations and complex project management through a 25-year career in the BioPharma industry.

Ivelisse Page // Co-founder, Marketing Communications and Patient Experience // Executive Director & Co-Founder of Believe Big. She is a stage IV cancer overcomer who is passionate about helping patients find their pathway to healing.

Jimmy Page // Co-founder, Human Optimization and Wellness Integration Executive Director of the West Division with FCA. He is also an author, speaker, and leadership coach.

Steve Ottersberg // Co-founder, Scientific Affairs and Innovation // A drug design chemist by training. He has worked in the pharmaceutical industry, taught college level chemistry, managed environmental analytical laboratories and founded Colorado's 11th cannabis analytical testing laboratory.

PROBLEM

The **'standard of care' is a broken** and conforming system that largely ignores the root causes of cancer and a patient's ability to heal with the right support and that often does more harm than good. The World Health Organization (WHO) forecasts a **doubling of cancer rates** by 2030, while the American Cancer Society reports recurrence happens 70% of the time. Cancer and recurrence rates are growing at an astounding rate, because the **current approach to cancer care and prevention are not working**. We need a new and proven approach if we are to make an impact on the number of people whose lives are affected and ended too early by cancer.

We need an approach that:

- Is grounded in research and evidence
- Puts the individual first
- Addresses an individual's unique terrain

BBIH SOLUTION

Create a **new 'standard of care'** that is rooted in our core values: Courage // Community // Curiosity // Collaboration

BBIH's unique approach cannot be found anywhere else in the world and includes:

- Wide-ranging cancer care and prevention all in one place
- Access to the latest cancer research and evidence
- Truly personalized care for each patient, including 'traditional' and 'non-traditional' medicine
- Better patient outcomes for people diagnosed with cancer
- Improved quality of life for cancer patients
- Better cancer prevention to slow growing cancer rates

WHY INVEST?

- > Culmination of 28 years of searching worldwide for innovative oncology assessment and treatment.
- > We exist to upgrade and personalize standard of cancer care while enhancing patient outcomes.
- > Creating a visionary cancer center grounded in research and evidence and set to be located on more than 200 acres of pristine land in Southern Arizona.
- > Will offer patients the best therapeutic options from around the world, combining traditional medical care with wide-ranging therapies proven to be effective in healing terrain prone to cancer.
- > Will train practitioners with common beliefs to deliver the BBIH approach to cancer care and prevention, giving access and hope to patients around the world.

YOU HAVE A CHANCE
TO CHANGE THE
CANCER LANDSCAPE
AND LEAVE A LEGACY.

PARTNER WITH BBIH,
AND BE A PART OF
CHANGING THE FUTURE
OF CANCER, CANCER
CARE, AND CANCER
PREVENTION.

Contact Information

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