

KEYNOTE ADDRESS

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Cracking the Code



Smallpox: humanity's deadliest enemy

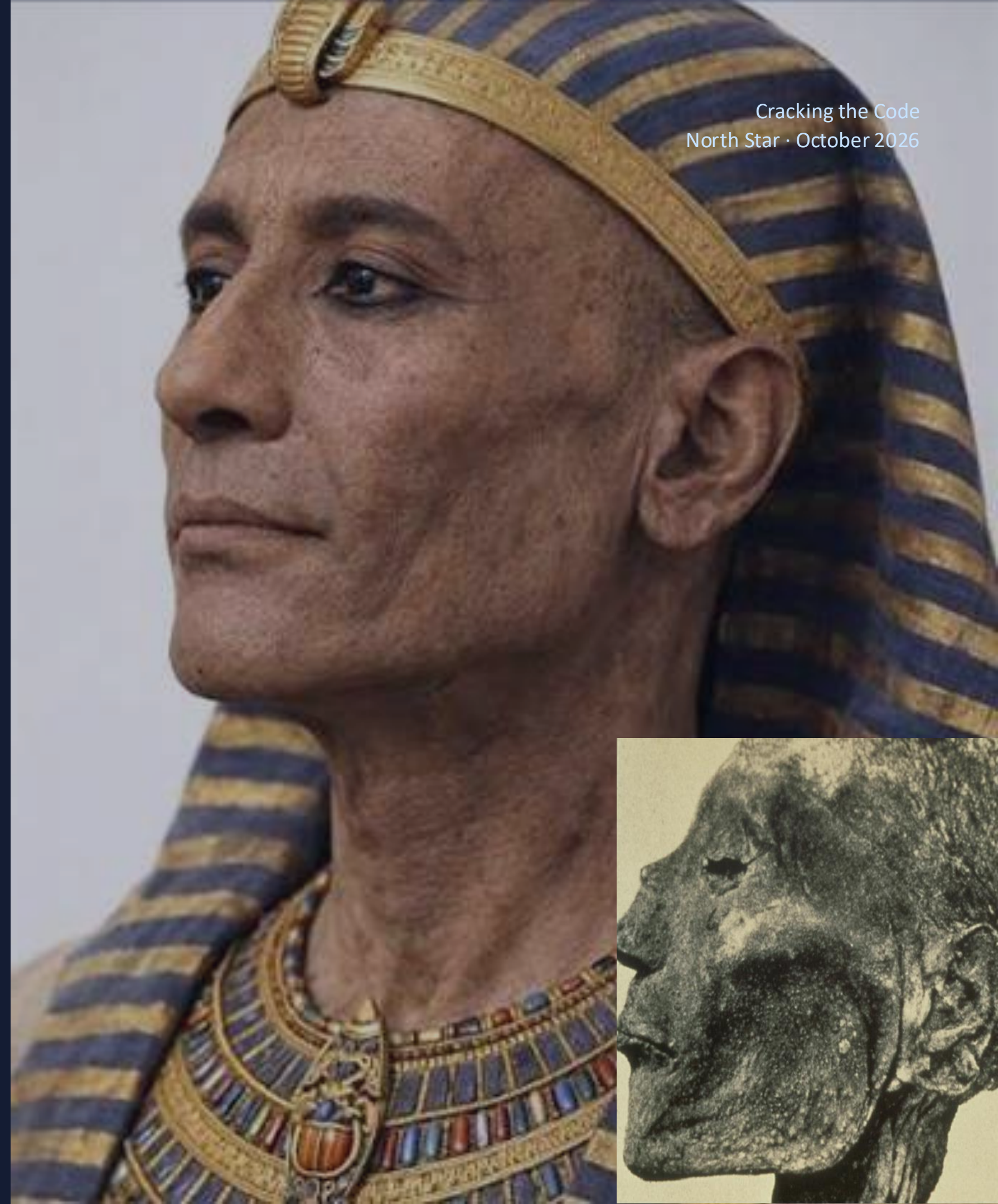
*"As inevitable as the sun and the
the night sky."*

A WHO official, on smallpox.

SMALLPOX, 3,000+ YEARS AGO

Pharaoh Ramses V

Reigned c. 1149–1145 BCE



STRATEGY

How we eradicated smallpox



Mass vaccination

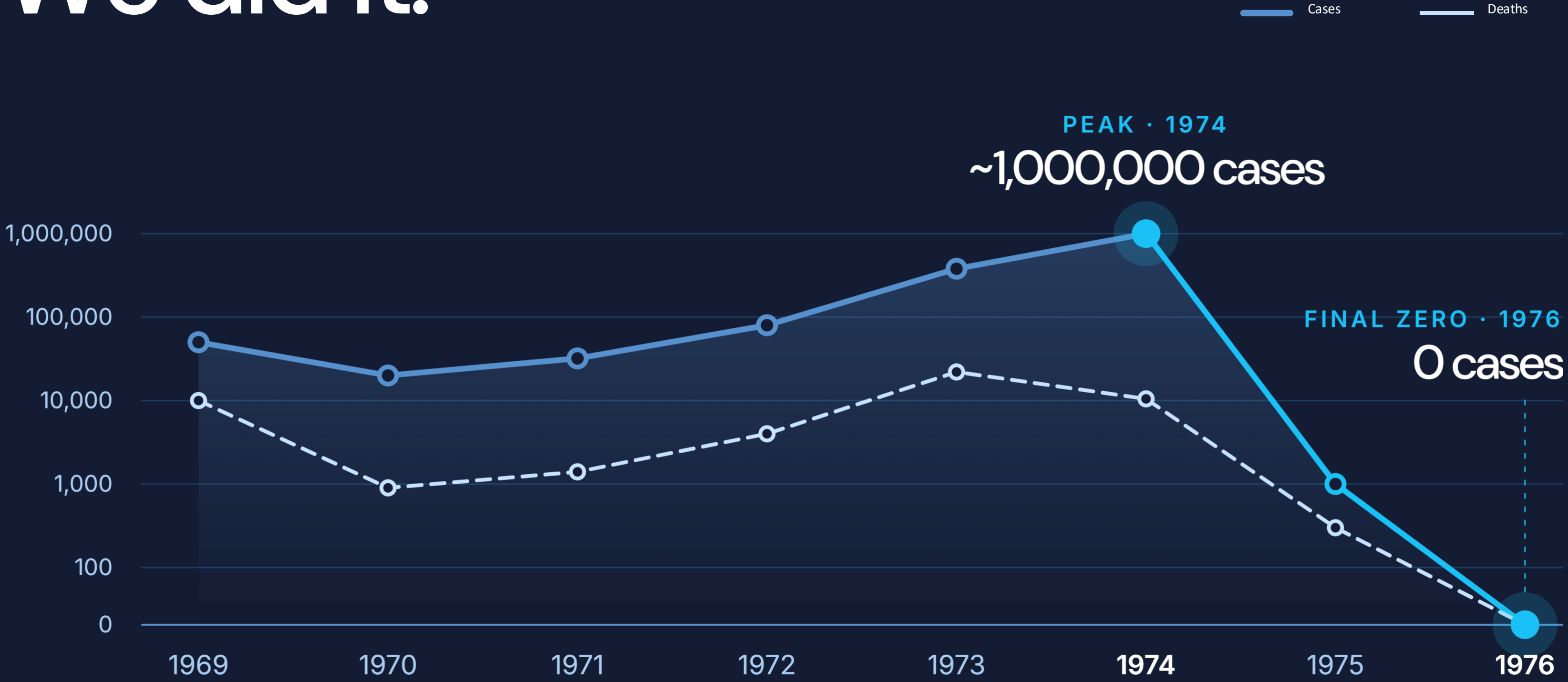


Ring vaccination



Search & protect

We did it.





1975 · BHOLA ISLAND, BANGLADESH

The last case



As agreed, here's your tire.



Smallpox was a
pandemic.

+3
years of life

+0
years of health

NOW WE HAVE A NEW PANDEMIC

Sickspan

HEALTHSPAN

SICKSPAN





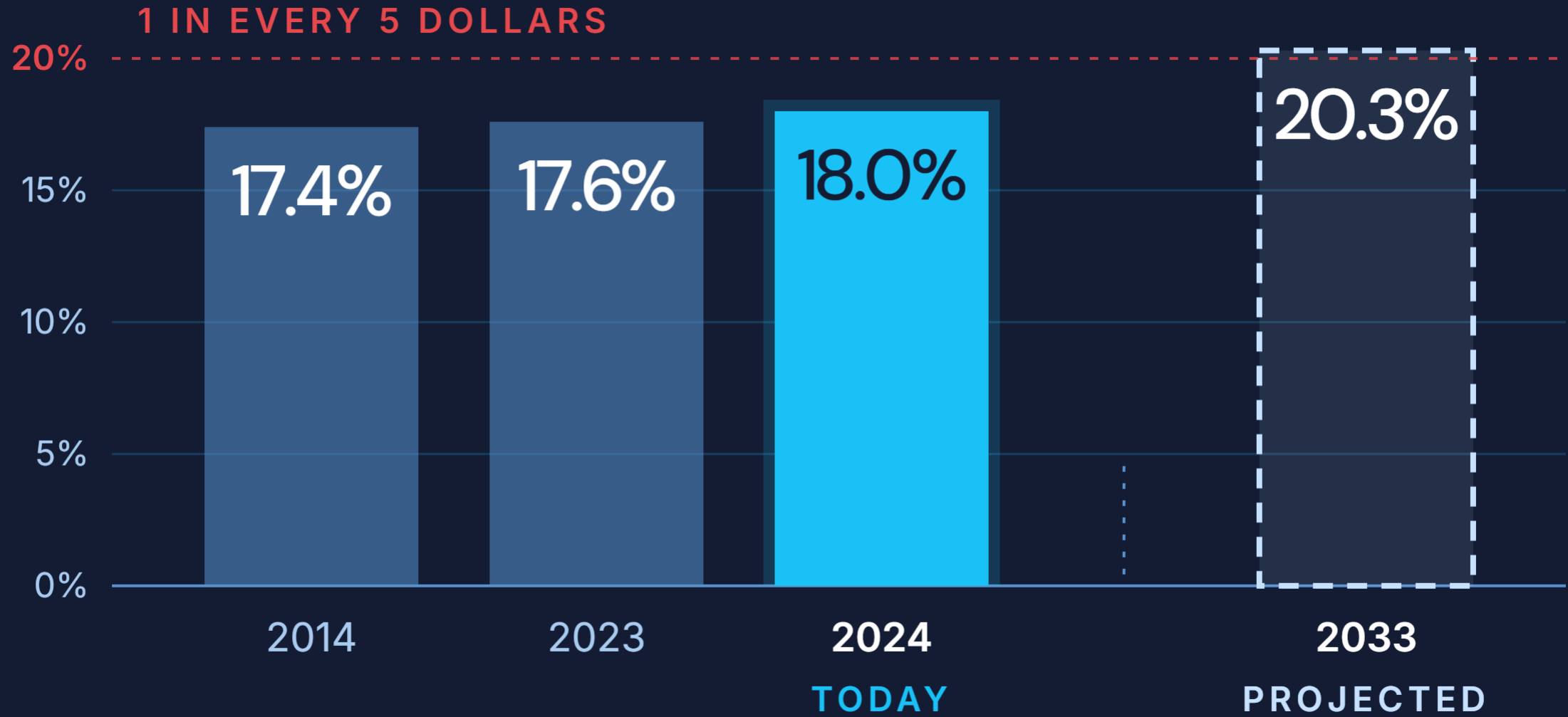
SICKSPAN

Worst in the world

U.S. outranks all OECD countries on number of years spent in poor health

THE SHARE

18% of GDP and climbing

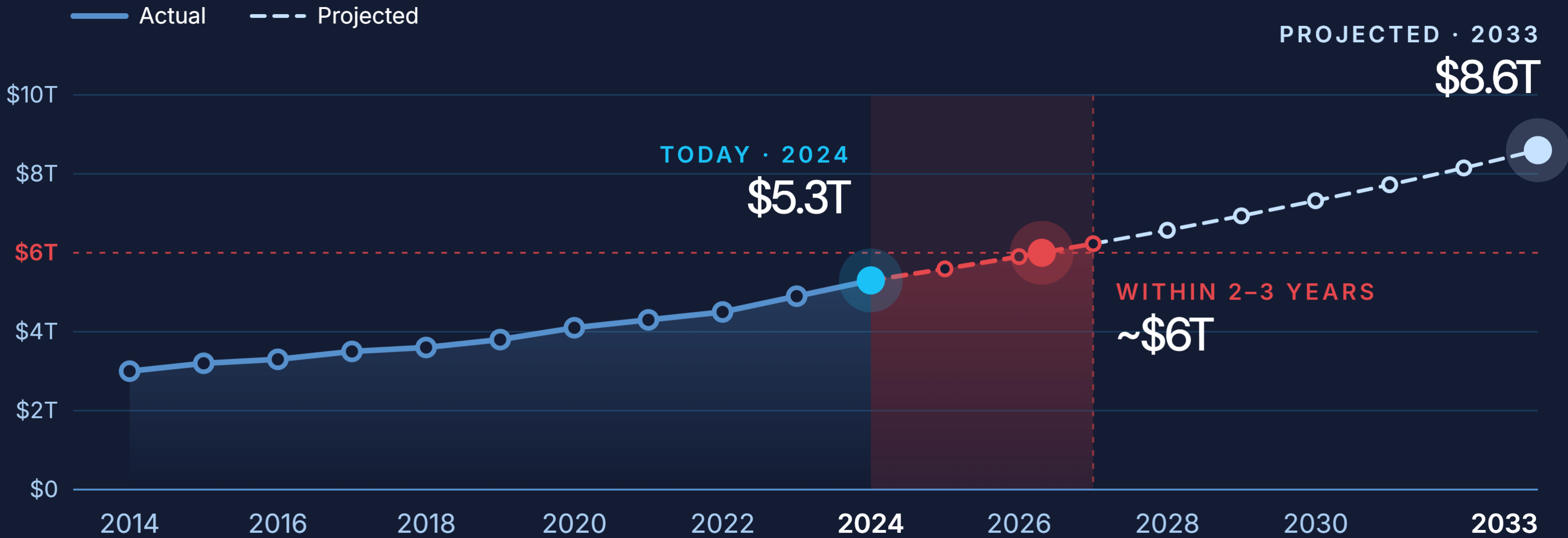


~7%

growth a year, faster than the
the economy overall

THE SCALE

Approaching \$6 trillion a year



What do we mean by prevention?



IN THE MIDST OF THIS CRISIS

50–60%

of those sick years are preventable

LET ME MAKE THIS REAL

Ruth's sick years

~8 years at age 60 on average

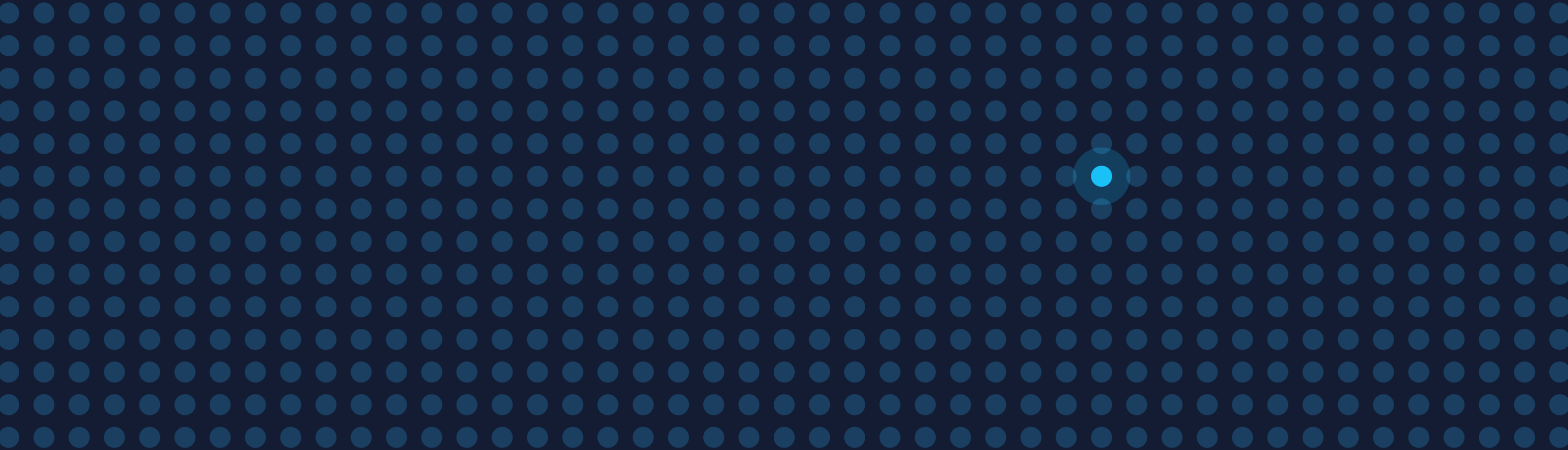
	SHARE	PREVENTABLE
Musculoskeletal & joint	~35%	~1.6 years
Cardiometabolic disease	~25%	~1.1 years
Neurological & cognitive	~18%	~0.8 years
Mental health & mood	~12%	~0.5 years
Sensory, respiratory & other	~10%	~0.5 years



Prevention for
every profession.

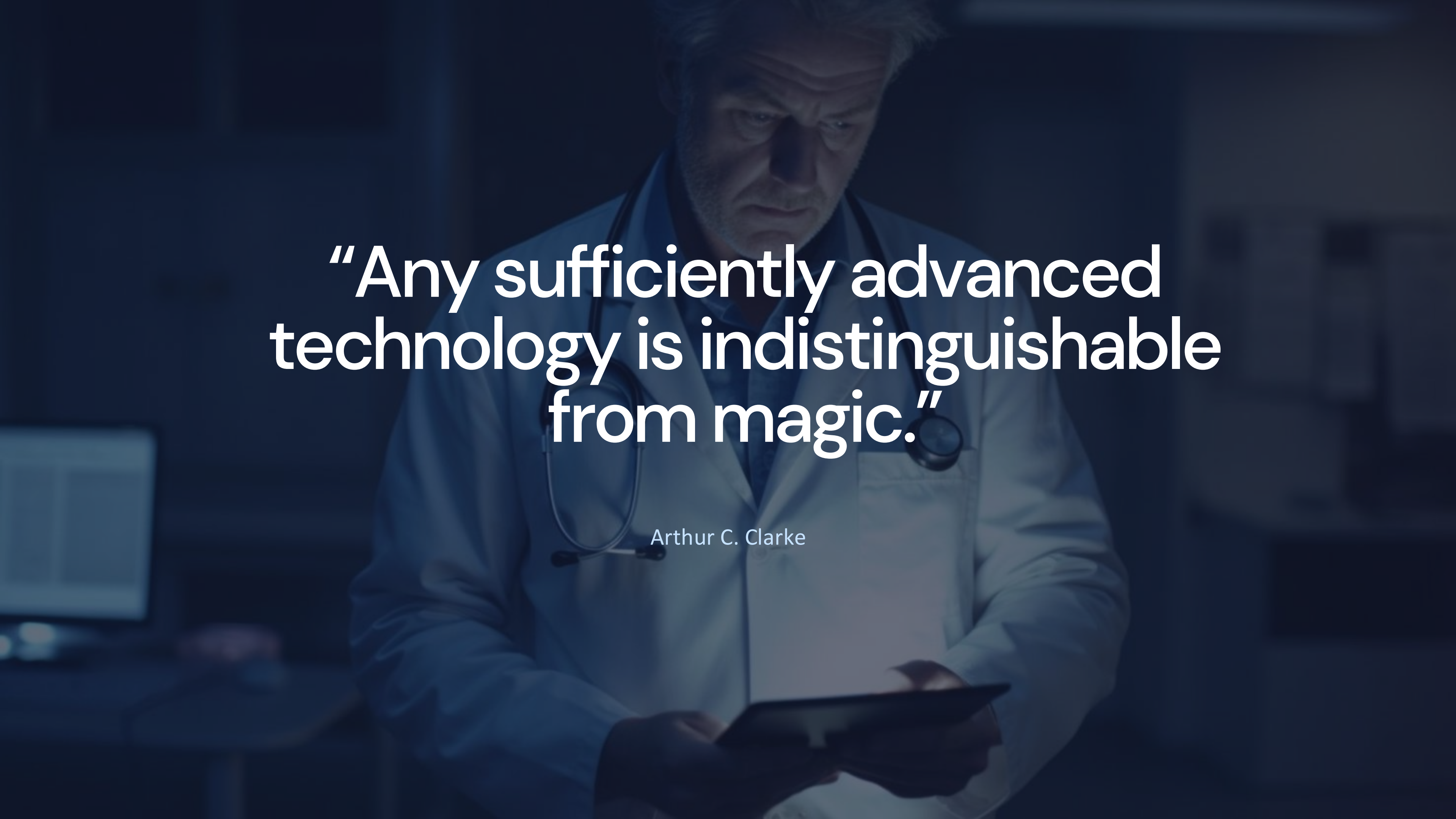
WHY HAVEN'T WE CRACKED THE CODE ON PREVENTION?

~1,900 of 1.2 million



● Preventive medicine fellow ● Other U.S. physicians

1 in every ~630

A doctor in a white coat with a stethoscope, looking at a tablet in a dimly lit room. The background is dark and out of focus, showing a computer monitor on the left and some medical equipment on the right.

“Any sufficiently advanced technology is indistinguishable from magic.”

Arthur C. Clarke

FOR BETTER AND WORSE

AI has opened the door.



Who will AI be talking to?

~130M

adults read below a 6th
grade level

~88%

of Americans are not health
literate

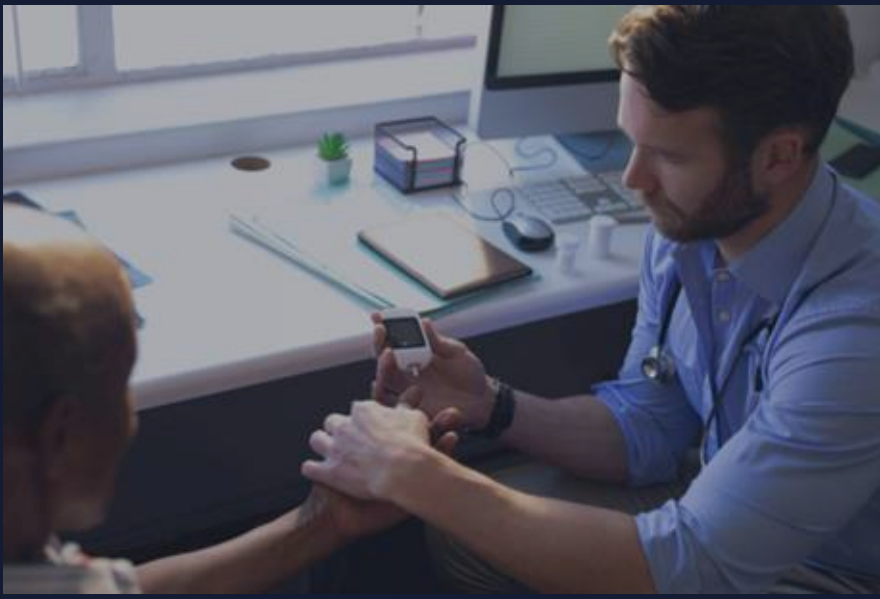
1 in 4

Americans believe the Sun moves
moves around the Earth.

National Science Foundation Survey. (2012)

WHERE EVITY FITS

Evity is the bridge.



Geroscience

At the bench

Longevity medicine

Outruns the evidence

Preventive medicine

Not yet personal

So how do we
Crack the Code?



We make Rochester the
prevention capital of the world.



Village by village. Person to person.



Find your Ruth.

Take out your
phone.



A black and white photograph showing a group of people, mostly men, gathered around a light-colored vehicle, possibly a bus or truck. The vehicle has a sign on its roof that reads "Joshi & Son" and text on its side in Hindi: "केपलके लिए दिव्यभारती" and "केपलके लिए भगवती". A person is visible inside the vehicle, and another person is standing near the front. The background shows a building with an arched doorway. The text "They said it was impossible." is overlaid in white on the image.

They said it was impossible.

A dark, monochromatic photograph of Nelson Mandela in a prison cell. He is shown from the chest up, looking out of a barred window. The image is heavily shadowed, with the light coming from the window behind him. The quote is overlaid in white text.

“It always seems impossible until
it's done.”

Nelson Mandela

Thank
You.