

QUANTITATIVE MEDICINE

A Definitive Guide to Getting Well, Staying Well, Avoiding Disease, and Slowing Aging

By: Mike Nichols, M.D., Charles Davis, Ph.D.

Soft cover, black and white interior, 6" x 9", 440 pages

Golden Lotus Publishing, Palo Alto, California

ISBN-13: 978-0-9862520-0-6

PRESS RELEASE

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FOR IMMEDIATE RELEASE

NEW HEALTH SELF-HELP BOOK MAKES BROAD CLAIMS

Based on a Clinical Practice, Quantitative Medicine Presents a New Methodology to Roll Back Osteoporosis, Heart Disease, Type 2 Diabetes, and other Degenerative Diseases

PALO ALTO, Cal., May 3, 2016. By making lifestyle choices based on blood test numbers, Quantitative Medicine is able to halt and often reverse most degenerative diseases. This concept has been the core of physician Mike Nichols' clinical practice for over 20 years, and the book is an encapsulation of his methodology.

Dr. Nichols' Quantitative Medicine techniques are the result of his identification and research of three key factors that control health:

1. The body will prevent virtually all degenerative disease if certain key blood test numbers are in the right zone. Says Nichols, "From blood test numbers, some familiar, others not, I can very reliably predict a patient's health trajectory, and whether they will stay well, and, if not, which diseases they will get."
2. Further, if a person can move their numbers to the ideal ranges, existing diseases will reverse, and the person will often be cured. Again Nichols, "We have almost 100% success rate curing osteoporosis and adult onset diabetes, heart disease is measurably reversed, and cancers suppressed."
3. Finally, based on these same numbers, the lifestyle modifications necessary to achieve the ideal numbers can also be determined. This tends to vary from person to person. Nichols, "No one size fits all, some should eat less starch, some more, some should lift weights, others should run up and down hills."

Quantitative Medicine encapsulates this life-saving methodology. Following an introductory part that discusses the body's adverse reaction to modern civilization, a step-by-step guide outlines the Quantitative Medicine technique: which blood tests to do, how to interpret them, and how to select lifestyle choices that will drive these numbers to their ideal values. Beyond the step-by-step, *Quantitative Medicine* also features a detailed yet easy to understand science section explaining why humans are the way they are, how and why various diseases are reversed.

Quantitative Medicine differs from all other self-help health book in that it has no standard advice. The optimal lifestyle is instead determined from blood tests and differs from person to person.

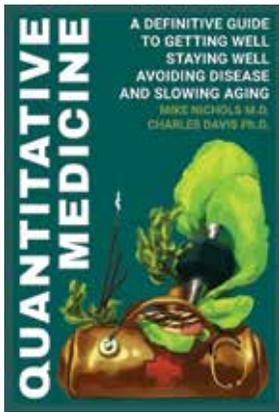
Quantitative Medicine, ISBN-13: 978-0-9862520-0-6, is a 440 page 6" x 9" soft cover book, list price \$20, available through Amazon, Barnes & Noble online, and distributed by Ingram, Baker & Taylor, and Pathway Book Services.

For more information or review samples, contact Charles Davis, 650-224-1245, cdavis@qmd.us

A media kit may be downloaded from QuantitativeMedicine.net/media-kit/

Additional information at QuantitativeMedicine.net

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WHY ANOTHER HEALTH SELF-HELP BOOK?

Many health books promise broad and wondrous benefits. This one is no exception—the subtitle runs the gamut. However, most such books promote special lifestyles: go vegan, take supplements, etc. Others advise the opposite: eat the vegans, go gluten free. They can't all work, at least not for everybody.

Quantitative Medicine is different. It has no advice, it works for everybody, and there is 20 years' worth of data proving it.

There is a key point all other such books miss: if a person's biological markers (glucose, triglycerides, etc.) are in certain ideal zones, that person will not get sick. Heart disease, cancer, adult onset diabetes, and osteoporosis can be largely avoided.

But why not take this a step further? If someone's markers aren't in the desired zones, can they be driven there? And if they are, will that person enjoy a long disease-free life?

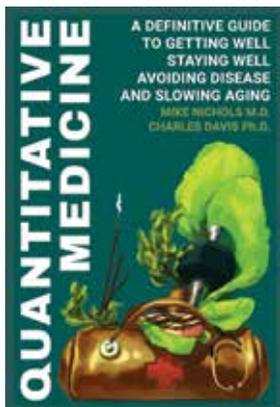
The answer is yes, and *Quantitative Medicine* is the guidebook. It explains which biological markers to measure, how to interpret them, and most importantly, how to change them. Anyone can undertake and accomplish this.

But what sorts of changes? Almost always, diet modification, different types of exercise, and some sort of mind-relaxing activity. The actual blood numbers will show the way. For some, less starches; for others, none at all; for others, a potato a day. For most it means a tastier and far healthier diet, shorter but more intense exercise, and a five- to ten-minute daily calming activity. It usually doesn't involve supplements or other drugs, but could.

It is known to work. When asked about the origins of this methodology, Dr. Nichols stated, "Outside of true acute illnesses like infection, strep throat, and all that sort of thing, I felt medicine simply had no way to cure most of the diseases that we were seeing." Thus, 20 years ago, Dr. Nichols embarked on a new medical journey: an iterative healing program. Dr. Nichols began measuring, suggesting changes, and repeating the process every three months, tweaking as necessary. Back then, it was not known that people who had the ideal numbers avoided chronic disease, nor was it known if pushing those numbers into the "green" zone would block and reverse disease. Thus the seeds of *Quantitative Medicine* were sown.

Dr. Nichols expected improvement, but the results went well beyond his wildest dreams. Every single person who underwent the program got better, and most markedly so. Everybody, it turned out, had the built-in capability to prevent these diseases. It was simply a matter of enabling it, and *Quantitative Medicine* is the key to that.

Quantitative Medicine encapsulates this medical practice in three parts. The first explains why most of us get chronic disease and why others don't. This is followed by a step-by-step guide to measurement, mostly blood tests, interpretation guidelines, and lifestyle modifications. Each person is different, and so, each person designs their own unique strategy. For the terminally curious, the third part explains the underlying science in a clear, easy-to-understand manner. It's a good read.



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COMPETITIVE ANALYSIS

“An ambitious book presents a revolutionary approach to fitness, diet, and exercise.”—Kirkus Reviews

Quantitative Medicine is well differentiated in a competitive analysis. Its genres encompass self-help, lifestyle, exercise, nutrition, meditation, and others, but it specifically would interest a reader interested in the not at all subtle subtitle: Getting and Staying Well, Avoiding Disease, and Increasing Longevity.

Quantitative Medicine is broad in scope, thoroughly covering topics that would only be addressed in a collection of self-health books. In a nutshell, it is a complete guide to health.

Competing books in the genres typically fall into one of these categories:

- Single-issue books: *Wheat Belly*, *Grain Brain*
- Single-lifestyle books: *Feeling Good* for stress and anxiety, or *Lose Weight by Eating*
- The politics of lifestyle, especially nutrition: *Death by Food Pyramid*, *Good Calories, Bad Calories*.

There are many components to health. *Quantitative Medicine* focuses on the Big Four: diet, exercise, spiritual discipline (anxiety, tranquility), and sleep. All are equally essential. Most lifestyle books cover one of these areas in detail, then skim the other three.

Almost totally absent from all other self-help books is the obvious fact that everyone is different, and every individual's ideal health formula will differ too. Competing books are “one size fits all,” but one size does not fit all, and any book with a rigid formula will help only a subset of people.

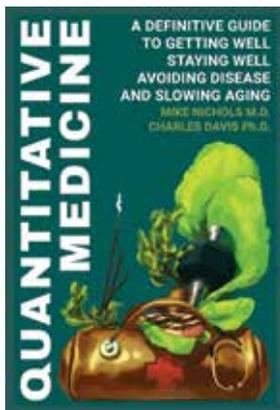
To tailor a lifestyle, some sort of measurement or experimentation is necessary. This is a major focus of *Quantitative Medicine*. The only other book that has any tailoring is *The Whole 30*, where all foods that are likely to cause trouble are eliminated for a month and then slowly added back, in order to determine the problematic ones. Nice idea, but on the periphery of health.

Quantitative Medicine excels in that it covers in detail the following:

- It addresses all major aspects of health: nutrition, exercise, mindfulness, and sleep.
- Specifics are presented on precisely what to measure to determine health.
- The interpretation of the results is fully discussed, as are the means of tailoring an individualized optimal lifestyle.
- The relative importance of each lifestyle component is covered in depth, along with which diseases it may trigger or prevent, and best practices.
- *Quantitative Medicine* includes numerous illustrations and cartoons along with sidebars.

No other books we are aware of cover even a fraction of these key elements.

Further, for the curious, the evolutionary and survival reasons for all our health sensitivities are covered in a very entertaining science section, and for the terminally curious, there is an annotated bibliography with links to the medical research underpinning Quantitative Medicine.



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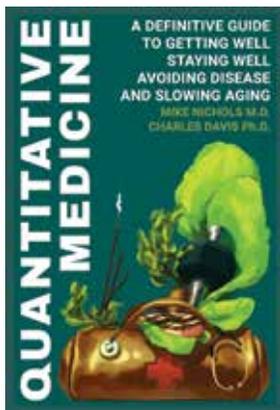
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THE KIRKUS REVIEW

An ambitious book presents a revolutionary approach to fitness, diet, and exercise.

This volume seeks to reimagine medicine in the attempt to emphasize a preventive patient strategy that can combat degenerative, chronic disease and prolong life. Ever the iconoclasts, Nichols (*Eat Real Food or Else*, 2016), a medical innovator, and his patient, Davis, a Stanford-educated engineer, provide an argument that debunks many popular medical myths that have led people who seek a healthy lifestyle astray. Eating whole grains, avoiding fats, going for long-distance runs—these and other commonly held presumptions about how to promote and maintain wellness the authors attack with lucidity and vigor. The hypothalamus, the body’s “master regulator” of the key physiological processes that govern health, acts as if humans still lived as hunter-gatherers seeking to enhance their survival. This accounts for why some people who do extended aerobic exercise actually gain weight. The hypothalamus thinks the body needs to store fats to meet the demands of these long periods of physical stress. “The agricultural revolution had the net effect of pushing our hypothalamus out of its normal equilibrium, and into a place where it could no longer regulate and operate properly,” the authors argue. Consumption of starches, even whole grains, has messed up humans. To understand how the hypothalamus, and consequently lipids (fats), sugars, and other nutrients function, the patient must order tests outside the current regime permitted by health insurance companies and physicians. The authors encourage patients to join forces with their doctors to explain and engage the rather elaborate health strategies that they advocate. Written in a clear, straightforward manner, the book still features an argumentative edge, and why not? Nichols and Davis take on many false medical saws with an enthusiasm and thoroughness that provides strong scientific evidence for their discussion. The convincing book also displays a number of cartoon drawings and sidebars that attempt to lighten the load. Would that all patients had a Dr. Mike in their corners.

An intensely, deeply argued recasting of what it means to be healthy that may pose difficulties for patients, but provides solid evidence for effective prevention strategies.—Kirkus Reviews



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ACCLAIM FOR QUANTITATIVE MEDICINE

People Who Have Used Quantitative Medicine Say ____

Over the past 10 years I have rigorously adopted the lifestyle and approach to diet and exercise outlined in Quantitative Medicine. My appearance and overall health are better than 25 years ago. At times I feel I have found "the fountain of youth" in Dr. Mike Nichols's scientific approach to not only improving but, in my case, totally eliminating lifestyle diseases. Thank God I found QM before it was too late!

—R. Michael Miller, Insurance Executive

Dr. Mike's *Quantitative Medicine* really has changed my life. After my first heart attack I followed the broadly recommended "standard" medical advice, only to have a second heart attack within two years. A good friend recommended Dr. Mike and his Quantitative Medicine approach. Diet change + effective physical and spiritual exercise = new healthy life. Side benefits are: feeling years younger, stronger and happier (even lost 25 lbs, though that was not a specific objective).

—Dave Saxby, Silicon Valley Entrepreneur

This book connects the dots between lifestyle choices and health at the cellular level and makes it crystal clear why we should care. In the process it delivers terrific motivation to put that newly found knowledge to work.

—Ken Goldman, Silicon Valley Venture Capitalist

From Silicon Valley, the epicenter of disruptive technologies, comes a set of ideas, based on data, that is sure to both surprise the medical, pharmaceutical and insurance establishments and hopefully help literally millions of people achieve a happier and healthier quality of life. If you look at the practice of medicine the way we look at technology, you end up with *Quantitative Medicine*. Quantitative Medicine is surprising yet empowering. When you extract the influences of the many special interests, and consider honestly and openly what the data is telling us, so many long-held beliefs are shattered, and so much falls into place.

—Marty Cagan, Author, Founder, Silicon Valley Product Group

A Doctor's View of Dr. Nichols ____

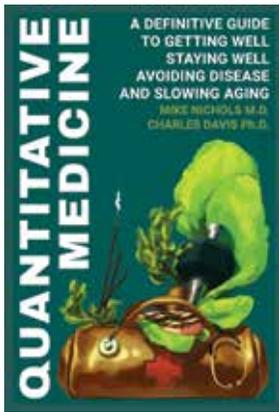
Dr. Mike Nichols, a true medical visionary, has been at the forefront of advocating lifestyle changes for the treatment and prevention of diseases since the 1990s. His brilliant and pioneering work in combining healthy nutrition, regular exercise, meditation, and adequate rest was years ahead of the mainstream thinking of practicing physicians and even of widely acclaimed national specialty organizations. He has seen significant improvement in clinical outcomes of his patients: in improved exercise tolerance, hypertension control, weight loss, diabetes control, lipid management, and general well-being.

I met Dr. Nichols in the 1990s. He was a mentor to me, and I incorporated much of his teachings in my own practice of Preventive Cardiology.

Dr. Nichols is that rare physician who combines in-depth scientific knowledge with a caring commitment and connection to his patients, thus bringing about extraordinary positive changes both physically and emotionally. He is a true "healer."

—Michael R. Nagel, MD, MPA, FACC, Board-Certified Cardiologist

QuantitativeMedicine.net Contact: Charles Davis cdavis@qmd.us or 650-224-1245



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AN INTERVIEW

This is a partial transcript of an unscripted podcast from August 2015 introducing Quantitative Medicine. The entire podcast can be heard here: <http://quantitativemedicine.net/audio/>

Introduction to Quantitative Medicine

Dr. Mike

This is Dr. Mike and Dr. Charlie. We're here to talk about the origins of Quantitative Medicine. Charlie's going to ask me some questions, and I want to do my best to answer them in a reasonable length of time.

Dr. Charlie

OK, you started Quantitative Medicine 20 years ago. What was that all about? What was the matter with medicine then, or what motivated you?

Dr. Mike

Outside of true acute illnesses, like infection, strep throat, and all that sort of thing, I felt medicine simply had no way to cure most of the diseases that we were seeing.

Dr. Charlie

But what sort of diseases?

Dr. Mike

Diabetes. Coronary artery disease. Strokes. Heart attacks. Amputations in diabetics, blindness in diabetics. High blood pressure. The list is long, and there was just simply no effective therapy for any of these diseases. There were just little nibbles at the edges of these diseases, but there was no true cure.

Dr. Charlie

Wait, there's all sorts of things: there's heart bypasses, there's statins...

Dr. Mike

You've got a perfect example. In the acute setting—that's back where I said medicine was effective—if you're having a heart attack here, arteries clogged, or you're not getting enough blood to your heart, a bypass is a wonderful thing, just short of miraculous. You just restored the blood flow to a heart; you now have a functioning heart. It's got what it needs. That's very different than "Oh, gee, you might have a heart attack someday and you might have some blockage someday, and heck, you should take this drug because it might help prevent that." That first [heart bypass] is neat. It's wonderful, it's effective, but it's late in the disease process, which is another thing I don't like about it. But it works. Statins functionally don't work.

Dr. Charlie

So, this is how you're going to prevent these diseases somehow? That's what Quantitative Medicine does?

Dr. Mike

Quantitative Medicine discovers the early roots of disease, which are knowable and measurable, and formulates a very specific, to each individual, pathway to correct and reverse the diseases.

Dr. Charlie

Is this some special branch of medicine?

Dr. Mike

It should be, in my opinion. There ought to be a residency that you go to instead of internal medicine, where you learn to use all the drugs that are ineffective, or family practice, where you get to console parents about their kids' viral illnesses. There ought to be a quantified, reproducible, teachable model of how to help all patients become healthy and stay healthy, and we do not have a residency in that, and there is a known way to do that. I've got that in quite ...

Dr. Charlie

But you're doing it. So you started this 20 years ago. You would have people come to you and you'd say, "Well, OK, I think this person's going to get heart disease." And you're going to do something with them that's going to prevent that. I mean, basically, he was coming to you saying, "Practice an unknown medical field on me ..."

Dr. Mike

[laughs] To some extent, that's exactly what happened. You know, where I live, a lot of my patients are engineers, and they bring in their spreadsheets which show their blood pressure when they woke up in the morning and their blood pressure when they went to bed at night. I had one guy that even had a spreadsheet showing me what it was when he was tired, when he was happy, and one showing me blood pressure during sexual activity. These great engineers brought all this data to me showing that they were measuring the things that doctors purported to care about, and they all recounted to me how they had taken it to their doc, and no doc cared or wanted to see that data. And, man, I was hungry for that data, because it meant it was measurable and therefore modifiable, because you can't modify what you can't measure, and that was one of the things that really got me going.

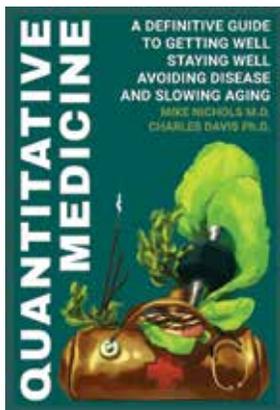
Dr. Charlie

I hear a lot of people say cancer will get you or heart disease. Do most people die of these diseases? So what's the deal?

Dr. Mike

***Memento mori.* Remember death. I'm not proposing some form of immortality. What I'm proposing is prolonging a healthy, active life. And eventually dying, obviously, as there's no exemption to that. But if you correct these degenerative diseases—and they're degenerative—then you restore vitality, energy, intellect, pleasure, joy in the moment to life for many, many more decades than would otherwise be the case.**

The interview continues for another 17 minutes. The entire podcast is available here:
<http://quantitativemedicine.net/audio>



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MEET THE AUTHORS: MIKE NICHOLS, M.D.

Almost from the inception of my practice, I could see that medicine was failing for many people. Surely this wasn't what it meant to be a doctor, to be a healer. There were so many people with heart disease, cancer, and diabetes. Modern medicine was not curing these diseases or even attempting to prevent them. At best it was only prolonging them, and sometimes not even that. Surely this could not be what it was all about. Modern medicine didn't seem to have a rational or coherent approach to these chronic diseases.

This conviction led me to a multi-year quest. What was wrong with medicine? Not the practitioners: they meant well. Modern medicine itself was flawed, failing to address the many problems inflicted by modern civilization. Perception had been replaced by prescription. Patient-doctor interaction and understanding had been replaced by "standard practice."

I dove again into the fundamental science and clinical literature, trying to understand how to apply my vision of medicine to the clinical practice of a day-to-day doc. Basic ideas began to form. Overlooked details became important. For instance, I learned from a rehab specialist that certain sorts of exercise movements were far more effective. When I recommended these exercises to my patients, they got much better results. Decades later, the medical literature is confirming this, though it is still not widely known.

My quest culminated in a seemingly simple point of view with far-reaching implications: The body wants to heal, and will if it can. Somehow it was being prevented from doing so. The next steps were obvious: First, could this be measured? Second, could this be modified?

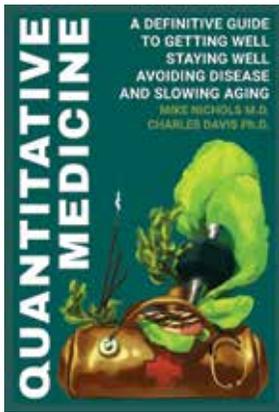
Then another piece fell into place: my practice attracted a lot of Silicon Valley types. They would come in with spreadsheets of their workouts, their meal plans, and their blood pressure at different times of the day. Bingo! I had done analysis on medical data as an undergraduate. This confluence of medical quest and available data caused me to start The Tempus Clinic, which gave me a rigorous means to refine these new concepts.

The synthesis of patient data and my quest for something beyond "standard practice" led straight to Quantitative Medicine. From that point onward, I practiced medicine with this point of view, and the results vastly exceeded my expectations: everyone began getting well! Heart disease and adult onset diabetes were reversed, even cured. Almost the entire medical profession insisted that this was impossible, yet it was happening right before my eyes.

My practice continues today, and I have treated over 2,000 people with Quantitative Medicine. Every single one of them improved, most markedly. What each person needs to do is different. Sometimes it is diet modification, sometimes exercise, sometimes dealing with stress and mindfulness, and sometimes even pills. Appropriate measurement determines everyone's personal formula. Anyone can achieve it. *Quantitative Medicine* is intended to show how. Measure it. Change it.

I received my education from the University of Chicago, Loyola University of Chicago, and Stanford. While I have an M.D. from Loyola and my residency was done at Stanford, I have to credit my pre-med training at the University of Chicago for the courage and doggedness to pursue a different way of thinking about problems. I deeply hope and pray my work is useful to you.

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MEET THE AUTHORS: CHARLES DAVIS, Ph.D.

At some point in the eighties, I noticed that somehow Dr. Mike's brand of medicine worked better. I had no idea why. He had information and points of view that no other doctor seemed to have. Based on seemingly little information, he could construct diagnoses that were surprisingly insightful (and invariably correct). I broke my foot. From the X-ray he could tell I was a jogger, that I broke it jogging, and how. He said the break would mend in half the time if I didn't wear a cast, and did I want to try that? Huh? Apparently some limited movement speeds the healing process. This practice is common now, but he knew it 25 years ago. This became a pattern. Where other doctors treated specifics, Dr. Mike connected the dots. The reasons were always clearer and the cures always quicker when Mike was involved.

In 2000, we had a baby girl. I was 55, gaining weight in spite of various diets and exercise. I had back problems, I was aging. I wondered if I was going to drop dead before that baby girl was in high school. I needed answers, but I didn't even know the questions. My immediate thought was that if anyone could figure this out, it would be Dr. Mike. Off I went. "Mike, please measure everything. Don't worry about insurance. I want the full picture and want to know how to rescue myself if possible."

Scans and blood tests. Several things wrong, but several things right as well. From all these numbers, Mike could tell me what I was doing wrong, and what to change. I was borderline osteoporotic. "Stop jogging and start weight lifting and that will reverse," he said. "Also your cholesterol is high, but we don't care. Your cholesterol particles are too big to get stuck in your arteries and you aren't ever going to get heart disease. You are insulin resistant, that's causing the weight gain. Cut down on starch and that will go away."

This was certainly not "standard practice" in 2000. Any other doctor then would have said take calcium pills for the osteoporosis, statins for the cholesterol, keep jogging, and eat less fat for the weight issue. If I had done all that, I would still have all those problems. By now, I would have been stoop-shouldered, overweight, and basically just plain old.

But I listened. Fifteen years later, I have faithfully followed this advice, re-measuring frequently to make sure I was "on track." The osteoporosis is long gone and will stay gone. No heart problems. Have gained 10 pounds of bone and 10 pounds of muscle, but lost 30 pounds of blubber. I look younger today than in photos from 2000. In a health sense, I am indeed younger. I feel younger. Quantitative Medicine certainly has worked well for me. I am retired now. The baby girl is in high school. I decided that my grand retirement project would be to spread the word, to take the concepts of Quantitative Medicine to all that would be interested. Hence this book and the blog of the same name. Much more to come. I am planning to be around for quite a while.

I have a Ph.D. in Electrical Engineering from Stanford. However, I co-authored *Quantitative Medicine* not as an engineer, but as a patient. I do have an engineer's curiosity, though, which brought me this far. There is no known cure for that.