



2009 Annual IPTLD™ Conference Wrap-Up in case you missed it!

Greetings!

The 7th Annual IPTLD™ Conference proudly welcomed over 65 physicians and staff from around the world along with patients, survivors, advocates, and friends to Chicago, Illinois. Special activities, award ceremonies and speakers educated and inspired everyone who attended and this year marked our first ever IPTLD™ Public Session! If you missed out or would like to revisit information provided at this year's conference, it's not too late! Photos, presentation videos, and PowerPoint slides will be available here on the conference website page within two-three weeks.

A summary of accomplishments and announcements:

- Quality of Life Study - a group of IPTLD™ physicians met with David Cella, PhD on the value and importance of publishing a Quality of Life Study on IPTLD™ patients.
- Institutional Review Board - Plans are in place to contract with an IRB to oversee any studies we choose to do as well as provide protection for our IPTLD™-certified physicians.
- New IPTLD™ Book - The Kinder, Gentler Cancer Treatment has been published and released at this year's conference. It's available on Amazon.com, or you can contact Rebecca@elkabest.org for copies.
- IPTLD™ Around the World - Our next IPTLD book is already in the works, with contributions from IPTLD physicians and survivors from all over the world.

Foundation Name Change - Best Answer for Cancer Foundation® "The Elka Best Cancer Foundation" is proud to announce a Foundation name change in the right direction, "Best Answer for Cancer Foundation." The Foundation received feedback from practitioners, members, and patients where a large percentage indicated that the name did not do a good job of conveying what the Foundation is about. So, with much thought we have changed the name to "Best Answer for Cancer Foundation®" but our identity remains consistent with our philosophy. **We believe that the Best Answer for Cancer is an integrated, holistic platform of healing modalities that supports a targeted cancer therapy while also improving and maintaining everyday quality of life. Our targeted cancer therapy of choice is IPTLD.**

- A reminder on the terms IPT and IPTLD™ or Insulin Potentiation Targeted LowDose Therapy, or IPT Targeted LowDose Therapy. Since 2008, all names or derivatives refer to the original IPT therapy, but this will now give us a better reflection of the therapy and yet still preserves the IPT name. The term IPTLD™ was developed to encourage adherence to a uniform application of the therapy, as it was developed by Donato Perez Garcia I, MD, his son Donato Perez Garcia y Bellon, MD and as trained by Donato Perez Garcia, III, MD, Steven G. Ayre, MD, and other Certified IPT Instructors.
- Branding - we have designated the color purple and the purple ribbon to Best Answer for Cancer Foundation® in order to successfully build on our branding. Royal purple stands for "all cancers" in the ribbon colors. It also stands for good judgment, happiness and wisdom.
- Slogans - IPTLD™ - Hard on the cancer. Easy on the patient. Best Answer for Cancer Foundation® - Thriving While Surviving

Promotional Items - order individually or in bulk to distribute to patients, friends and family. Help Us Break The Silence and Spread The Word! Large tote bags, pens, magnets and "Thriving While Surviving" purple wristbands are available. Please contact Rebecca@elkabest.org for ordering information.

Thank you for all that you do. Together we can help break the silence and spread the word to make sure everyone battling this terrible disease has the help and support they need to thrive while they survive cancer therapy.

Sincerely,

Best Answer for Cancer Foundation Planning Team