



CORPORATE COLONIZATION

THE DEATH OF INFORMED CHOICE



Canadian Covid Care Alliance
Alliance canadienne pour la prévention
et prise-en-charge de la covid

DEANNA MCLEOD

- Completed degree in immunology and psychology at McMaster University
- Worked in pharma for ten years in medical, marketing and sales and specialized in the field of Oncology
- Became concerned with tendency toward biased reporting by some pharmaceutical companies
- Founded an independent medical research firm in 2000 to assist clinicians in preparing objective evidence-based guidelines
- Our firm has supported hundreds of cancer specialists in preparing more than 40 peer-reviewed publications
- Since March 2020, our team has spent more than 2,000 hours conducting COVID-related research



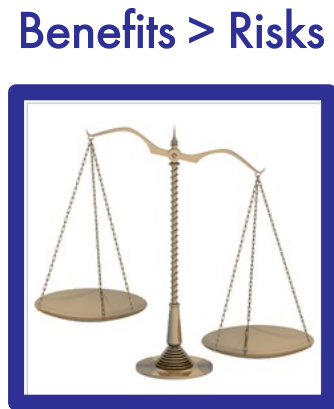
Principal and Founder Kaleidoscope Strategic, Inc
Founder of COVID Sense
Chair of Strategic Advisory Group CCCA



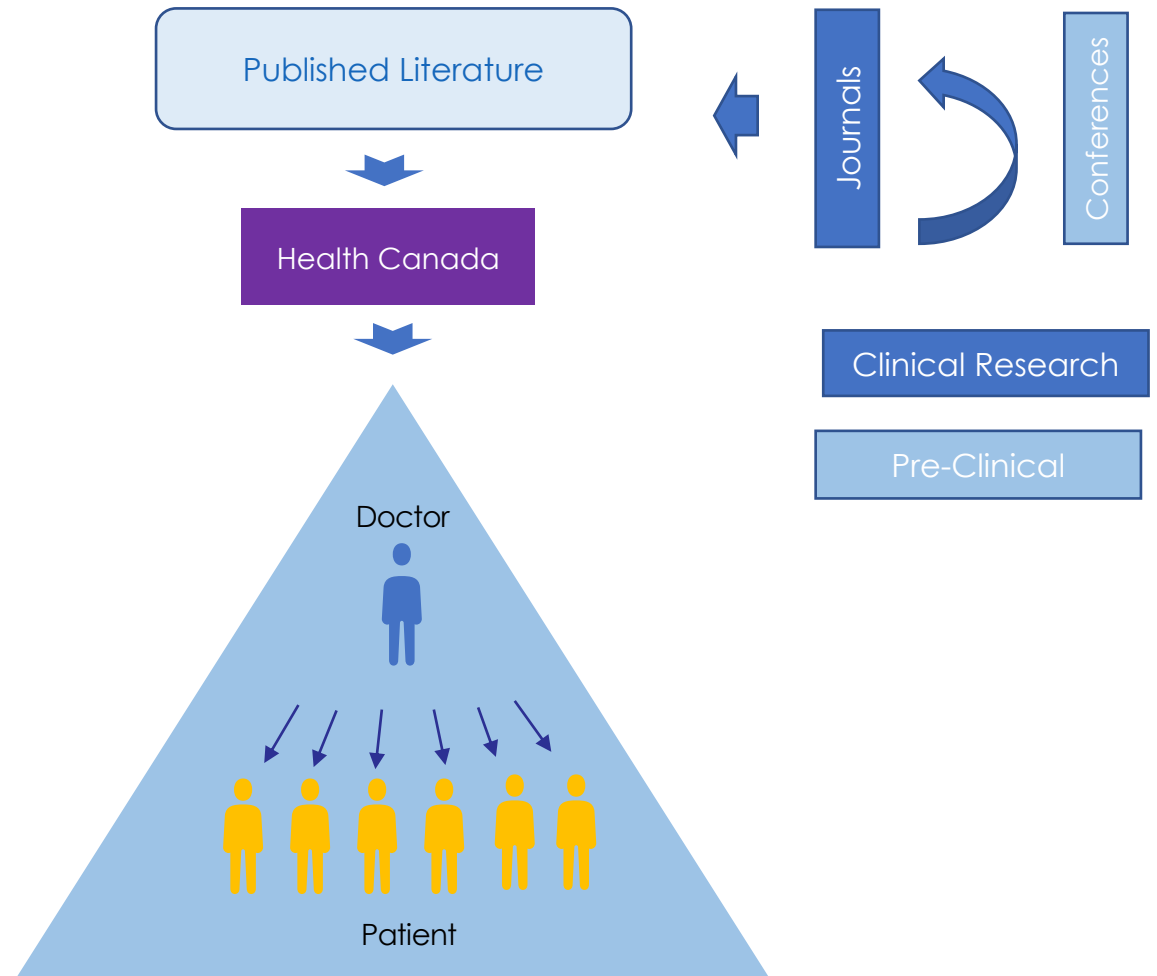
INFORMED CHOICE



HCP has the appropriate background to understand medical data and customize to individual situation

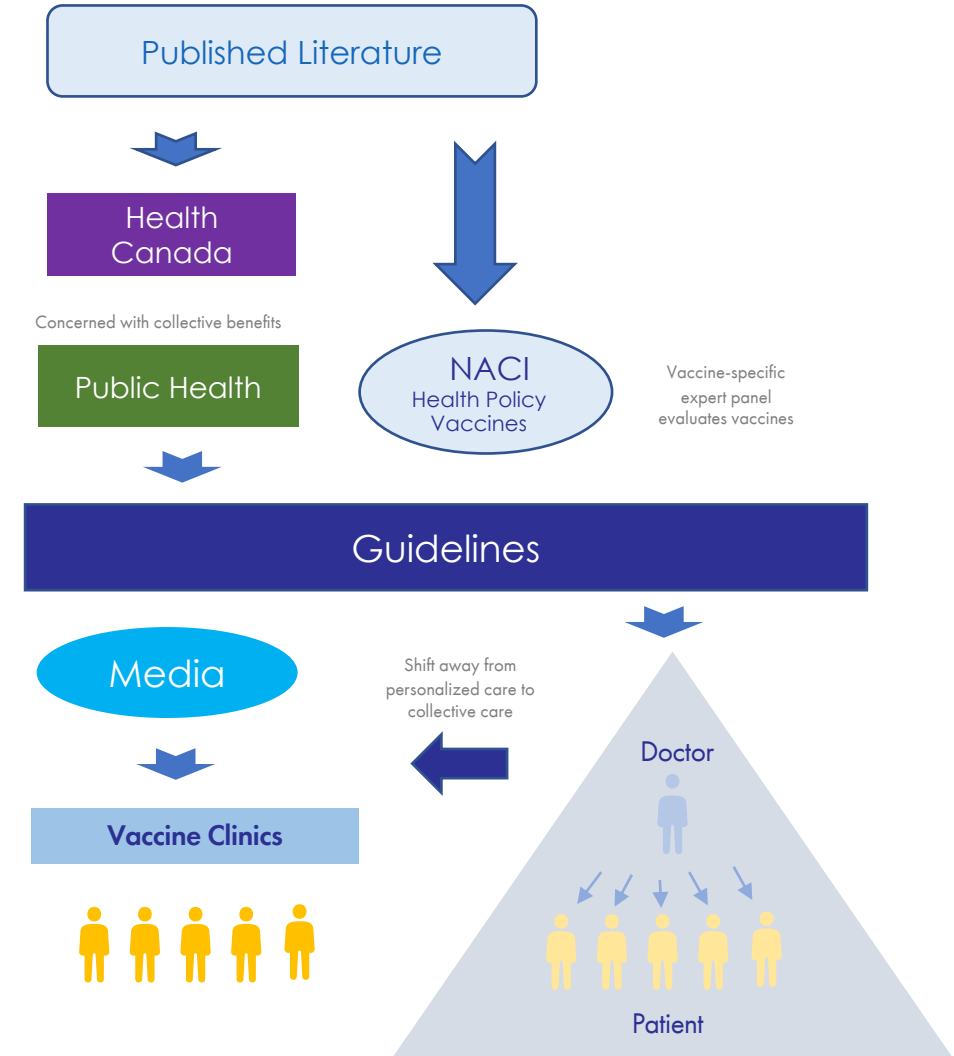
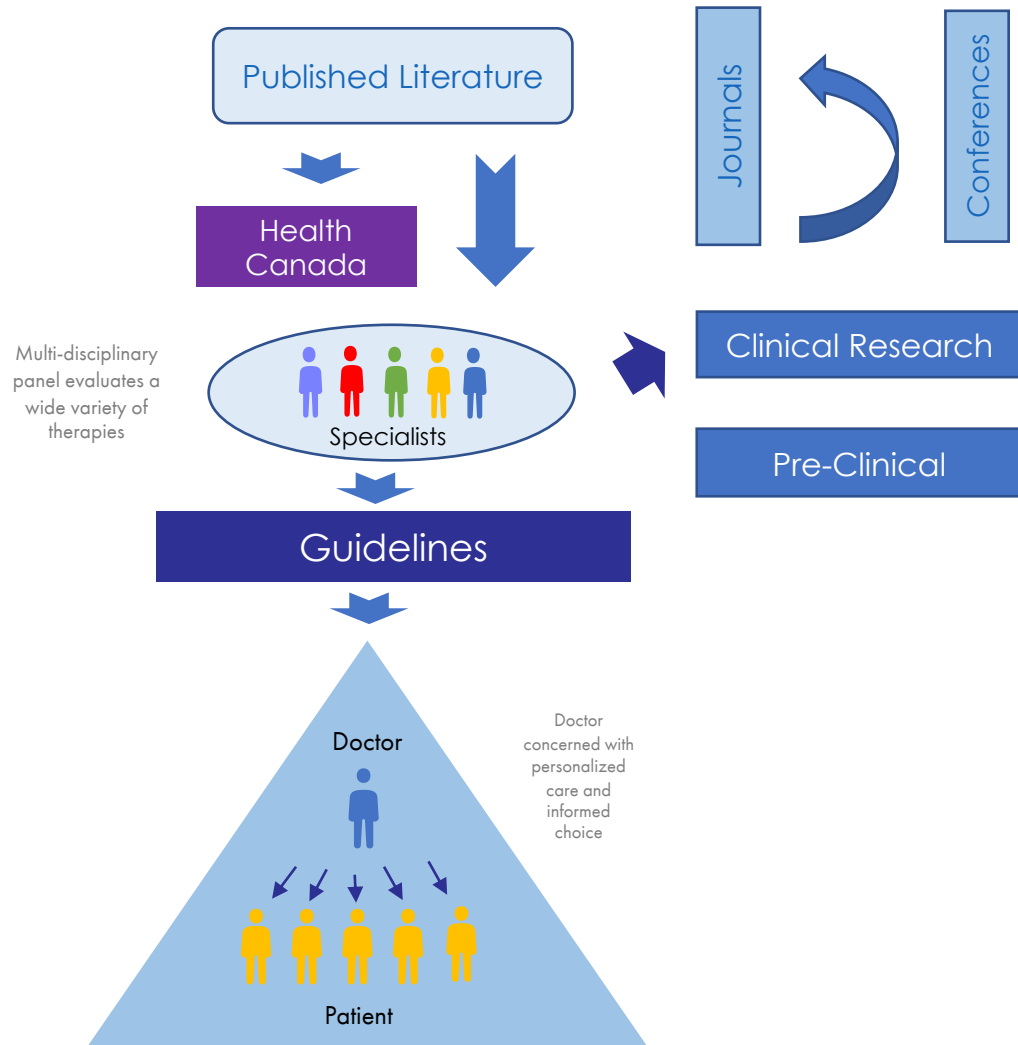


Informed choice is when the individual patient determines whether the benefits outweigh the risks for a given treatment





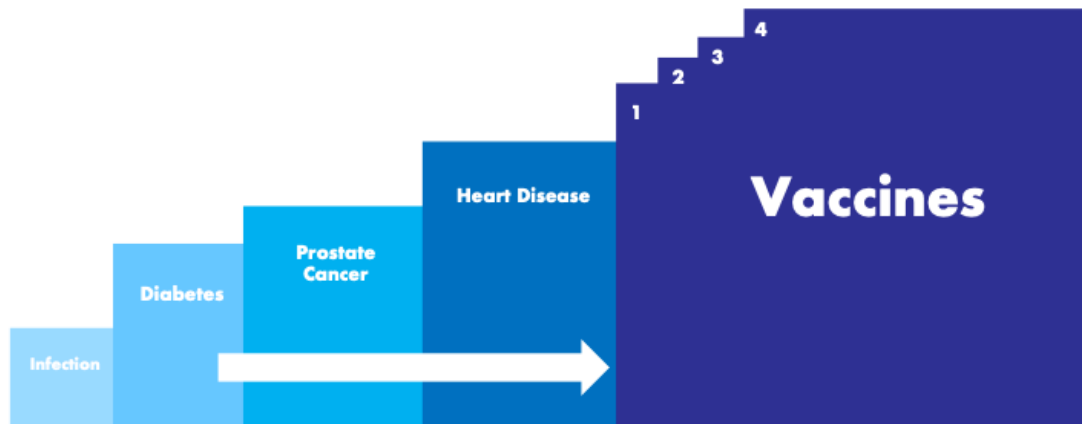
VACCINE GUIDELINES





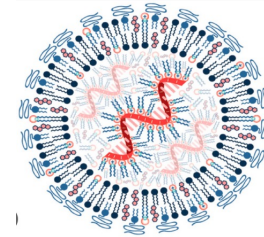
MAXIMIZING VACCINE PROFITABILITY

Respiratory vaccines are among the most lucrative pharmaceutical products

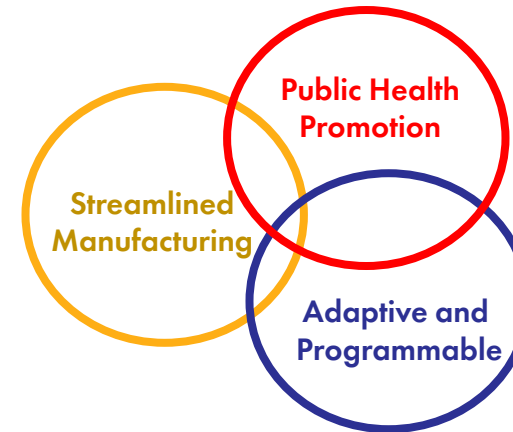


LNP Technology

Canadian biotech leads pandemic efforts



Marketing Gene Therapy as Vaccine



mRNA technology ideally positioned to maximize respiratory vaccine profitability



GLOBAL VACCINE AGENDA

Four coronavirus vaccine stocks
Gates Foundation is betting on

WEF public-private partnerships for
fourth industrial revolution



4 Vaccine-specific NGOs (CEPI, Gates, Wellcome Trust and GAVI) gave or
invested \$10 billion for COVID-19 efforts



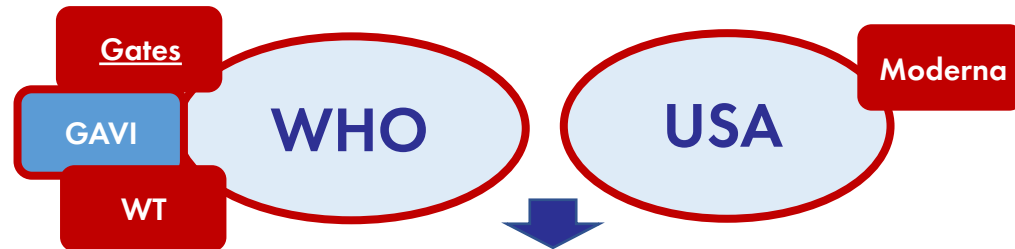
CEPI was founded by the Bill & Melinda Gates Foundation, Wellcome, and the World Economic Forum

Gates founded and is a major funder of GAVI

Gates and Wellcome Trust (WT) at table for determining COVID response Jan 2020



Since the start of the pandemic Gates, GAVI and WT donated \$1.4 billion to WHO



NIH holds patent for modified spike protein used in the Moderna mRNA vaccine

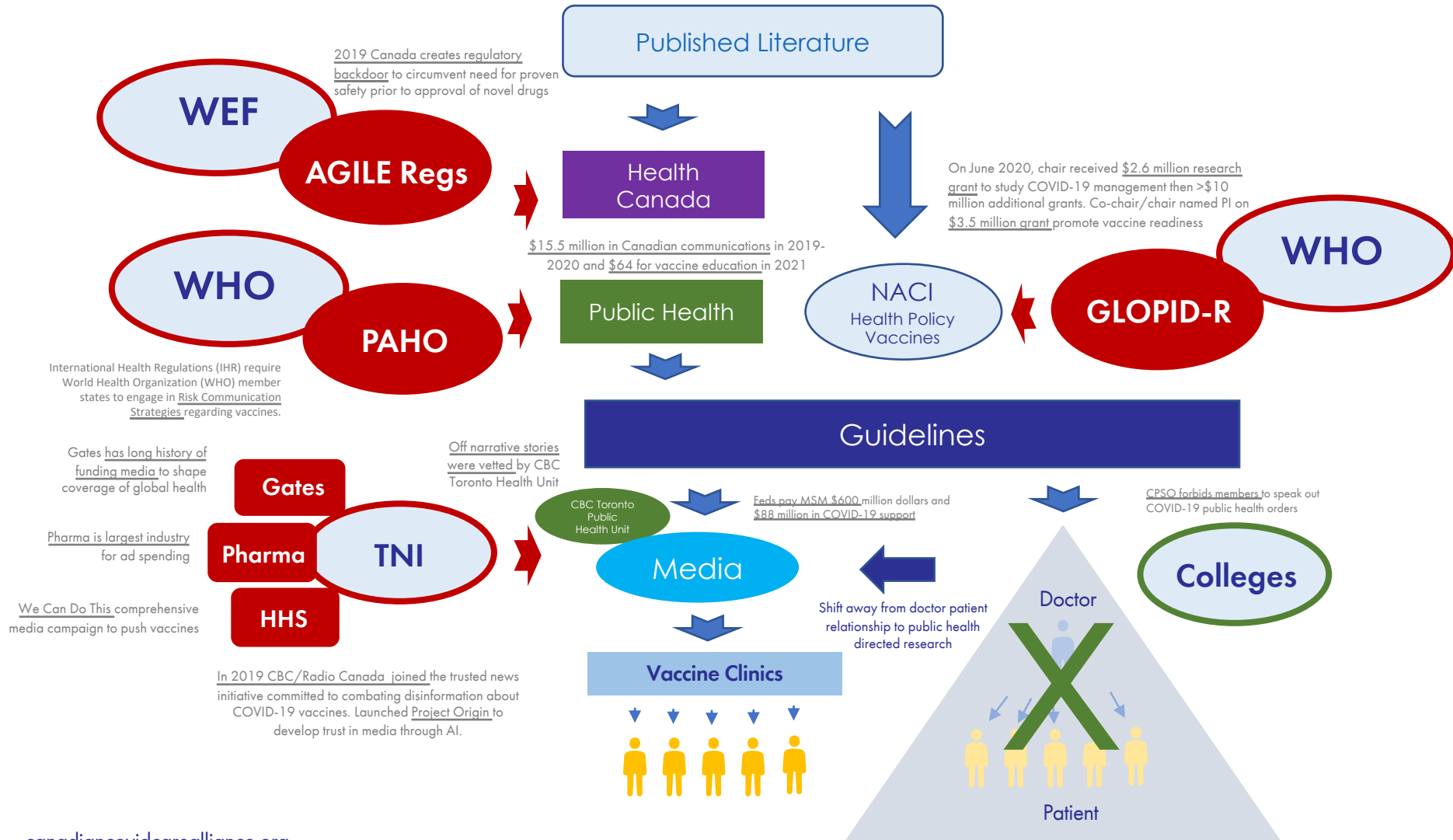


COVID-19 research response roadmap determined by mid Feb 2020





CO-OPTING CANADIAN GUIDELINES





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