

# MADP Alliance for Disease Prevention

## 2025 Public Health Impact Report

*Hope Through Earlier Detection.*

*Prevention That Saves Lives.*





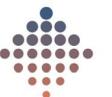
Patients are central to everything we do –  
**bringing people hope.**

At MADP, **we work to prevent disease** so that fewer individuals and families ever have to hear the devastating words:  
~~“You have cancer.”~~

We want every person to know that up to **90% heart disease is preventable**, and to live free from the fear of a sudden heart attack - or the heartbreak of losing someone they love.

And for those who do face a diagnosis, we want them to hear something equally hopeful:  
**“You’re going to be okay.”**

By expanding access to the life-saving benefits of precision medicine - we deliver hope -  
**supporting healthier lives and more time with the people who matter most.**





# A Future Without Chronic Disease

## Welcome

MADP Alliance for Disease Prevention is a national public health nonprofit dedicated to ending chronic disease by **expanding access to precision medicine** - enabling earlier detection, smarter screening, and life-saving breakthroughs for all communities.

We work relentlessly to strengthen prevention efforts and reduce barriers to precision care. Reaching far and wide - across cities, counties, and rural communities - we want every individual and family to know: **You are not alone.**

**100% of public donations** directly fund our prevention education, navigation support for patients, and community health outreach.

Every dollar brings us closer to a future *without chronic disease*.



# The Public Health Need: A Rising Epidemic

*Addressing the growing burden to ensure prevention reaches every community.*

Noncommunicable diseases (NCDs) remain the leading drivers of death, disability, and healthcare burden in the United States. **Cardiovascular disease** and **cancer** - the nation's two leading causes of death - continue to affect millions of families each year.

Despite extraordinary advances in medical science, too many individuals are still diagnosed too late, after disease has already progressed. Without action, too many families will continue to face preventable illness and loss.

Through earlier detection, smarter screening, and expanded access to precision medicine, we have the opportunity to change this trajectory - **bringing hope where it is needed most.**

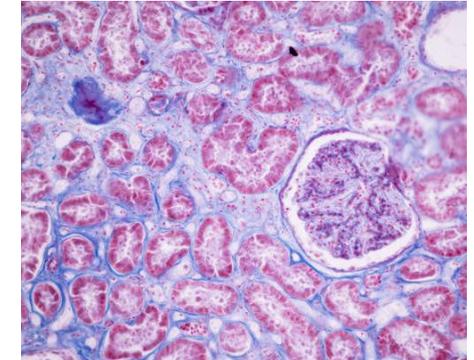


# The Public Health Reality

Behind every statistic is a family.

MADP exists to help change these outcomes.

- ❑ **Chronic diseases remain the leading causes** of illness, disability, and death in the United States.
- ❑ **Cardiovascular disease** remains the leading cause of death, one person dies **every 34 seconds**.
- ❑ **Cancer** is the second leading cause of death, with more than **1.9 million new cases** expected annually.
- ❑ **Obesity** affects approximately **42% of adults** and nearly **20% of children**; national analyses estimate that **1 in 3 young adults** are ineligible for military service due to obesity.
- ❑ **Alzheimer's disease deaths increased 141%** between 2000 and 2021; nearly two-thirds of Americans living with Alzheimer's are women, representing approximately **4.2 million individuals**.
- ❑ **Early-onset colorectal cancer is emerging as a critical public health crisis**. It is now the leading cause of cancer death in both men and women under 50. Incidence among young Americans **ages 20 to 39** is projected to **increase by 90% by 2030**.



# Our Mission in Action - Closing the Gap



Advancements that are standard of care at leading academic institutions can take years - often more than a decade - to reach everyday patient care, particularly in **rural and underserved communities**.

By expanding access to precision medicine, MADP helps communities **stay ahead of cancer and cardiovascular disease**. We work to ensure individuals and families have access to life-saving tools that support informed decisions and better long-term health outcomes - **so that everyone benefits from the promise of precision medicine**.

As a national public health nonprofit, MADP recognizes that closing the prevention gap requires more than awareness alone - it requires **coordinated, system-wide action across the care continuum**.

Through collaboration with leading medical institutions, clinicians, researchers, and public-health partners nationwide, MADP designs and implements **scalable, high-impact programs that close the gap** and ensure that the life-saving benefits of precision medicine reach every individual and community - **regardless of zip code**.



# Our Work – Advancing Prevention and Delivering Hope

## Patient Navigation & Support for Smarter Preventive Screening

MADP patient guides and supportive resources help individuals understand the drivers of NCDs, explore appropriate testing options, and engage in informed conversations with their healthcare providers - enabling patients to take an active role in protecting long-term health.

## Community Health Outreach & Education - Closing the Gap in Prevention

Delivering evidence-based resources that enable individuals and families to make informed health decisions while expanding access to prevention education across all communities.

## Supporting Newly Diagnosed Cancer Patients with MADP Circle of Hope®

Providing caring guidance to individuals newly diagnosed with cancer, helping them navigate precision medicine, tumor biomarker testing for treatment options, and supportive care resources - ensuring no patient faces cancer alone.

## Supporting Clinicians - Resources for Precision Medicine Prevention

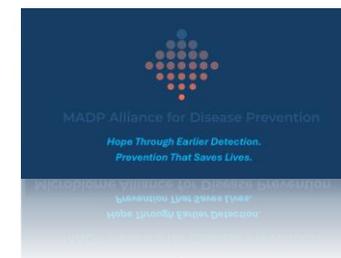
Equipping healthcare professionals with supportive, evidence-based education of the latest precision medicine diagnostics for smarter preventive screening and earlier detection, while providing patient-friendly educational resources.

## Collaborative Partnerships - Expanding Access to Life-Saving Prevention

Working with healthcare systems, nonprofits, academic institutions, and industry leaders to expand access to precision medicine through coordinated, system-wide action across the care continuum - bringing life-saving innovations to every community.



Ask questions.  
Advocate.





## **MADP Precision Nutrition™ - A Cross-Cutting Food as Medicine Initiative Across Prevention and Care**

**MADP Precision Nutrition™ - Food as Medicine** advances targeted nutrition-centered strategies that reduce chronic disease risk, support patients across the care continuum, and improve long-term health outcomes - ensuring that food as medicine is recognized and delivered as a **fundamental part of preventive healthcare**.



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## Our Measurable Reach. Real Lives Impacted.

**700+ Patient Support Guides** distributed nationwide.

**125+ EOCRC e-books distributed** since June 2025, helping young adults recognize symptoms, advocate for testing, and seeking clinical care.

**27 cancer patients** supported through MADP Circle of Hope® navigation resources.

**Advancing awareness of the rising crisis of early-onset colorectal cancer (EOCRC)** through the *Dr. George Beauregard & MADP Collaborative*, promoting earlier recognition of symptoms, smarter screening, and targeted treatments.

**National expansion** of prevention education and digital resource access.

**Launching the MADP Online Patient Resource Hub** to support patients in all **50 states**.

**Advancing Food as Medicine** with MADP Precision Nutrition™ initiatives including practice-based clinical trials evaluating Food as Medicine interventions.

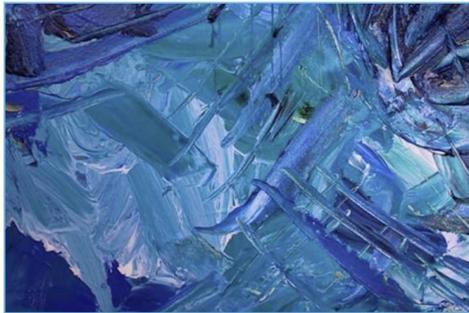
**Partnerships with regenerative agriculture farms** for MADP Food as Medicine initiative to increase access to nutrient-rich foods supporting long-term health.

# MADP Public Health Call to Action – Your Voice Matters



## MADP Patient Advocacy Guide

### Early-Onset Colorectal Cancer (EOCRC)

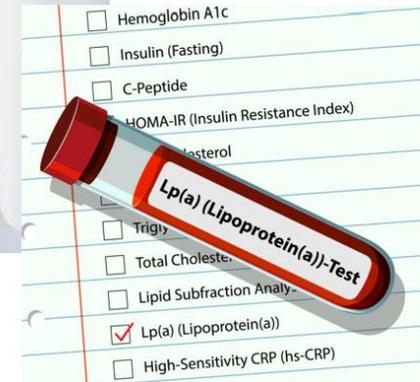


Know the Symptoms.

Know When to Speak Up.

Early Detection Saves Lives.

Microbiome Alliance for Disease Prevention (MADP) - 501(c)(3) public health non-profit - EOCRC awareness campaign.

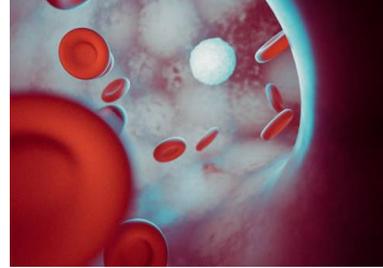




COLORECTAL CANCER

# MADP Public Health Call to Action

## Raising Our Voices for Earlier Detection and Prevention



### Confronting the Rising Crisis of Early-Onset Colorectal Cancer (Ages 18–44)

MADP is advancing awareness of the growing crisis of early-onset colorectal cancer (EOCRC), by promoting earlier recognition of warning signs, smarter screening, and access to targeted treatment approaches.

Early-onset colorectal cancer is now the **leading cause of cancer death in men and women under age 50** in the United States. Among women under 50, colorectal cancer mortality has now surpassed breast cancer.

If current trends continue, colorectal cancer for Americans **ages 20 to 39 is projected to increase by 90 percent by 2030.**

These alarming trends underscore an **urgent public health need**: greater awareness of symptoms, earlier evaluation, and stronger advocacy for prevention and timely diagnosis.



## Your Voice Matters

By staying informed, sharing information, and advocating for earlier detection and prevention, you help protect not only your own health, but also the health of your family, your community, and future generations.

**Together, we can raise awareness, encourage earlier action, and help save lives through prevention.**

### Know Your Lipoprotein (a) {Lp(a)} – Screen Today. Prevent Tomorrow.

**Lipoprotein(a), or Lp(a)**, is a genetically inherited risk factor for cardiovascular disease that often goes undetected in routine care.

Up to **1 in 5 people worldwide** may have elevated Lp(a), yet most remain unaware of their risk – and appear healthy otherwise.

Elevated Lp(a) can significantly increase the risk of **premature, early-aged heart attack, stroke, and calcific aortic valve disease** - as early as **30s, 40s, and 50s** .

A simple, **once-in-a-lifetime blood test** can help identify elevated Lp(a) and support earlier, potentially life-saving prevention strategies.



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# Join Us in Closing the Gap

We welcome mission-aligned partners to join us in advancing system-wide improvements in preventive healthcare. By expanding access to life-saving precision medicine, we can help reduce the burden of noncommunicable diseases (NCDs), identify risk earlier, and improve long-term health outcomes.

Together, we can stay ahead of cancer and cardiovascular disease. We can help ensure that breakthroughs in prevention and precision care reach every community - bringing knowledge, hope, and earlier opportunities for intervention to patients and families when they need it most.

**Together, we can close the gap.**

**Together, we can prevent disease before it begins.**

**Together, we can save lives.**



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