



INFORMED CONSENT/PRESERVING OUR RIGHT TO CHOOSE

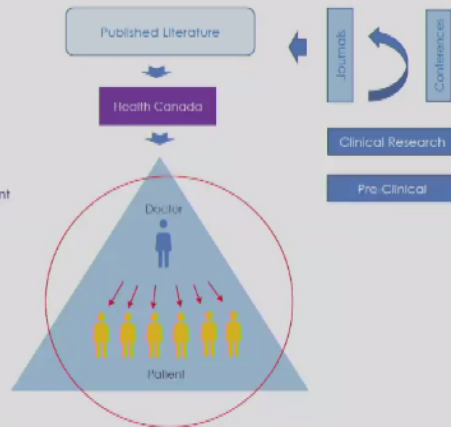
PERSONALIZED MEDICINE

Informed Consent

- A fundamental human right designed to protect patient autonomy, self-determination, bodily integrity, and well-being
- **Requires full knowledge of the risks and benefits of treatment as well as alternative treatment options**
- Preferably done in conjunction with a doctor who:
 - Understands the risks and benefits of treatment
 - Is familiar with your treatment history and clinical profile
 - Respects your personal preferences and is committed to **YOUR** well-being

Individual
Clinical Benefit Ratio

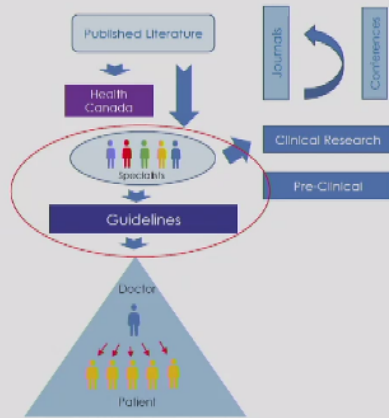
**"Do the benefits outweigh the risks
for me?"**





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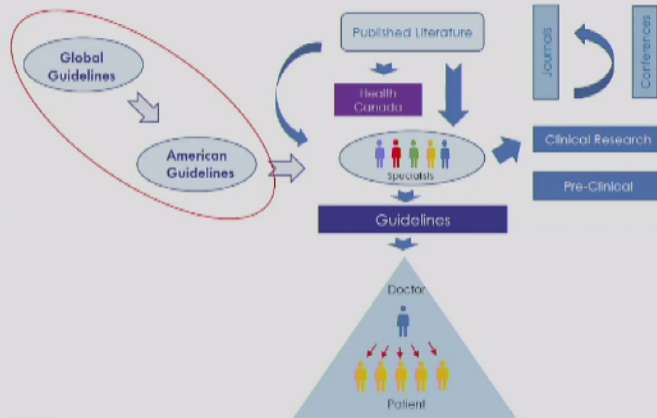
GUIDELINE DEVELOPMENT





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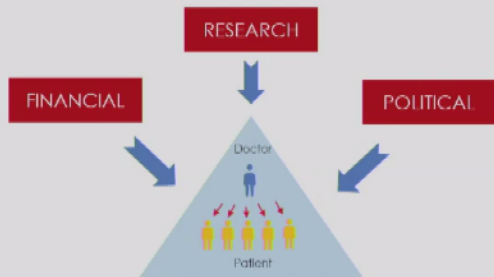
GUIDELINE DEVELOPMENT





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CONFLICTS OF INTEREST



Conflicts of Interest

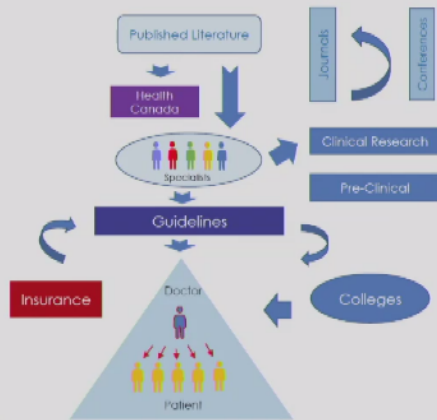
- When a party has a competing interest that might **interfere with providing the best treatment to patients**
- The most common is a **financial conflict of interest** that may occur if a party pushes a treatment because they stand to gain financially
- Other conflicts include political conflicts when a party **endorses a given treatment** because it will **advance their political or research careers**

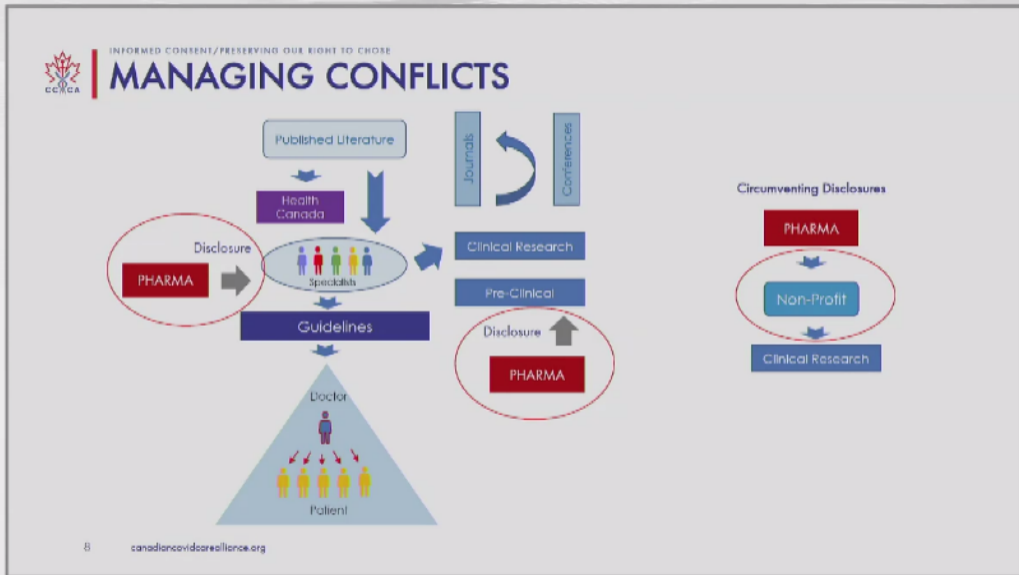




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MEDICAL LEGAL CONFLICTS

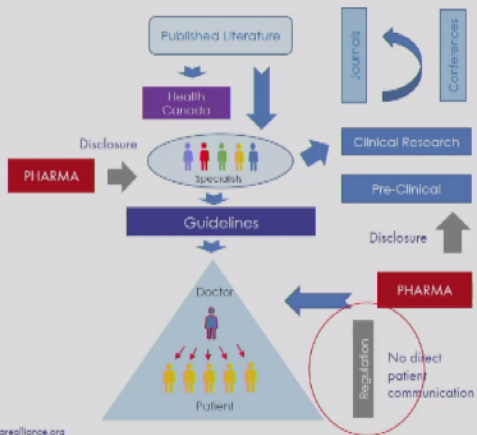






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DIRECT TO PATIENT COMMUNICATION

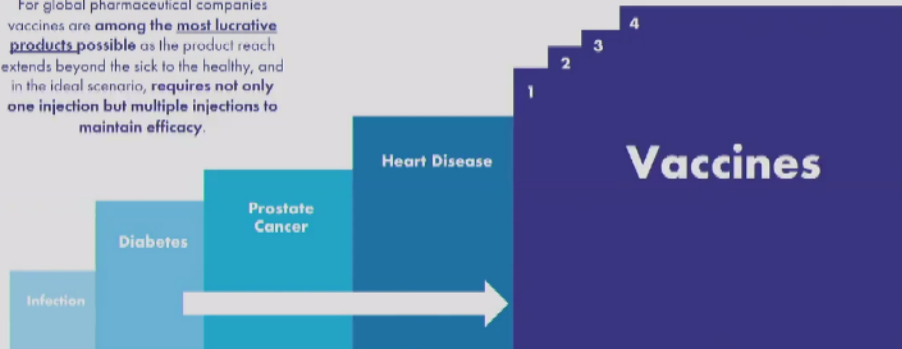




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BIG PHARMA PROFIT

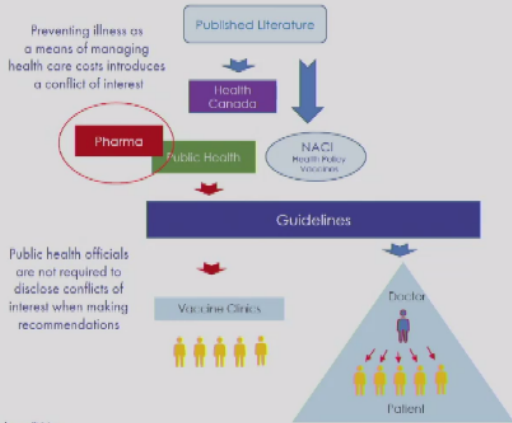
For global pharmaceutical companies vaccines are **among the most lucrative products possible** as the product reach extends beyond the sick to the healthy, and in the ideal scenario, **requires not only one injection but multiple injections to maintain efficacy.**





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INDIRECT FINANCIAL CONFLICTS



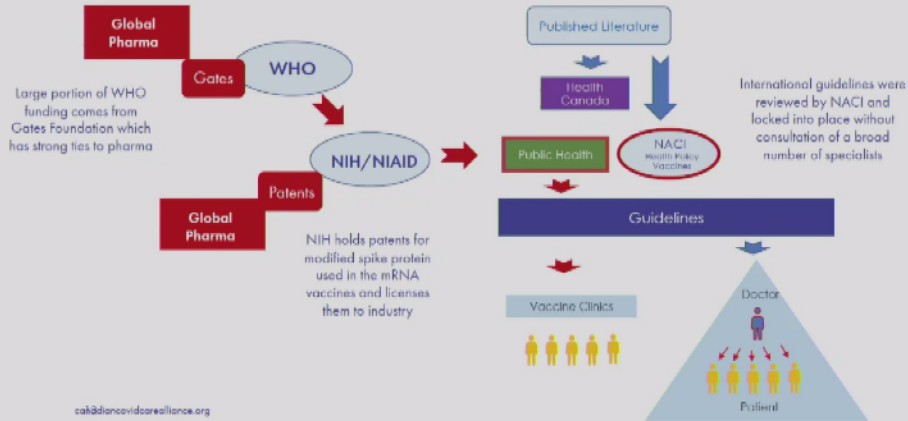
canadiancovidcarealliance.org





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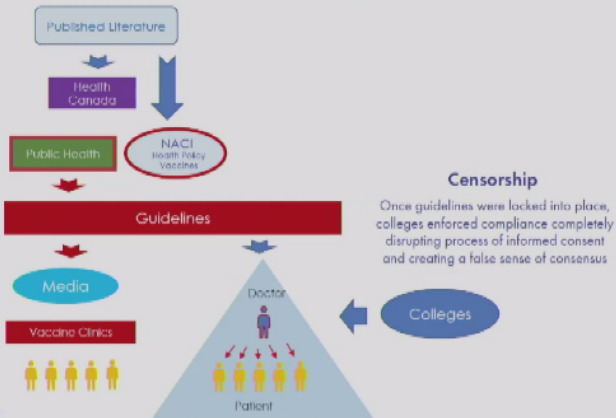
INDIRECT FINANCIAL CONFLICTS





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INDIRECT FINANCIAL CONFLICTS



canadiancovidcoalition.org





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SOCIAL MEDICINE

Public health officials have been presenting the vaccines as “safe and effective” and continue to state that the “risks outweigh the costs”



What is not clear to Canadians is how thoroughly the system has been co-opted by pharma and how these declared statements are from a societal and not an individual perspective

Published Literature



Health Canada



Public Health



Guidelines



Media

Vaccine Clinics

