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## Observations: Easy to Believe

In the past few months, I've gotten many questions about my thoughts on a video series that claims to reveal the truth about cancer. I watched as much as I could. When some parts were absolute fabrications, I just fast forwarded. There was nothing really new; I'd seen everything before over the years.

One of the basic premises was that the pharmaceutical industry is suppressing cures for cancer so they can make money selling treatments that won't work. That's a degree of cynicism that I don't understand, and yet it's something many people believe. Think about it: that means every researcher, other than those who are featured in the video, are skills for an industry that's only interested in keeping us sick to make money. Furthermore none of their labs has a whistle-blower on staff at any level.

I found a story about an immunologist named Jim Allison on NPR. You can read it at this link, <http://n.pr/1ZBW5Bp>, and I hope you do. It's a story about an immunologist who developed a real potential cure for one type of cancer. His approach was to target a single molecule on an immune cell to get it to kill cancer cells. The problem was that no pharmaceutical company was interested in an indirect approach to a cure; they were interested only in something that treated the cancer directly.



There was no suppression of the truth by anyone. His research was published in peer-reviewed journals. There was a myopic view of how cancer should be treated by pharmaceutical companies, but that will happen when you have to please investors and the board of directors. You need the biggest return on investment. Fast.

It took 10 years, but a company did invest in Allison's approach. A pharmaceutical company. People are now benefiting from his dedication to his research. So much for suppressing cures.

Don't think for a second that I believe a traditional approach to medicine and treating disease is completely wonderful; any doctor will tell you the medical industry has some big problems. But I also believe that there's more snake-oil selling going on today when it comes to fraudulent treatments than there was when salesmen actually sold snake oil over 100 years ago.

With today's preponderance of 24-hour media and social networking sites, I seriously doubt any big secret can stay hidden for very long. As the line goes from "All the President's Men," the movie about Watergate, "Follow the money." Every time you click on stories and websites about some big conspiracy, medical or otherwise, you give some nutjob attention and money; every click means money when a site has ads on it. Stop wasting your time.

We fear what we don't know; cancer, as well as heart disease, diabetes, and other diseases, scare us. Don't succumb to the people who want to take advantage of your fears. They may be easy to believe. They also may end up killing you if they prevent you from doing what will really improve your health.

What are you prepared to do today?

**Dr. Chet**



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