

Failure to Thrive

Kaiser's \$40+ million "Thrive" advertising campaign is a fraud upon the public that conceals its corporate commitment to a business strategy designed to eradicate the "older and sicker" patients trapped in HMO Wonderland.¹

- Kaiser's "older and sicker" patients do not "Thrive."
- Kaiser kidney transplant patients do not "Thrive."
- Kaiser's disabled patients do not "Thrive."

Thriviness

Kaiser's "Thrive" brand boils down to "Thriviness."

Thriviness dictates that medical decisions are not based on truth.

Truth matters not at all. Laws matter not at all. Patients matter not at all.

Thriviness is truthiness.²

Truthiness in medicine is Kaiser Permanente.

Yours truly,

Jacquelyn Finney
Jacquelyn Finney (Type)

/S/
Jacquelyn Finney (Signature)

Attachment: Proof of Service

Cc: Hon. Charles E. Grassley, Chairman, U.S. Senate Committee on Finance
Hon. F. James Sensenbrenner, Jr., Chairman, U.S. House of Representatives
Committee on the Judiciary

George Halvorson – Notice

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¹San Francisco Business Times, July 30, 2004, "Kaiser Makes \$40M Pitch" by Chris Rauber
San Francisco Business Times, July 21, 2006, "Kaiser's Thriving Battle" by Chris Rauber

² The Colbert Report: Videos: The Word (Truthiness) October 17, 2005