

# William (Bill) McFaul - Healthcare Expense Reduction Pioneer

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Over the past 15+ years, Bill McFaul has worked on two major healthcare initiatives. The first one was an extension of the clinical value analysis (CVA) process that he pioneered circa 1968 when the terms value-based and comparative effectiveness were coined. Based solely on validated scientific facts, his model transposed such facts into clinical practice as a means to control soaring non-labor expenses.

By the time his firm (McFaul and Lyons) was sold to Johnson and Johnson in 1997, CVA had overcome the issue of risk associated adverse resistance in the industry that required peer-reviewed studies to protect patients and provider liability through the following processes:

- 1,500+ references from C-Suite executives
- Access to a contractual agreement for quality assurance and expense reduction outcomes.

Development of the next generation of CVA was set aside in mid-2005 when a series of discoveries were made in cellular physiology that required scientific review before they could be applied in research. These findings were destined to become a pipeline for CVA applications.

In 2009, McFaul pioneered his second initiative; the creation of an algorithm for epigenetics that integrated tenets of quantum mechanics and particle physics into biomedical research; Quantum Biology (QB).

By 2020, with a critical need to reduce healthcare expenses and mitigate the growing number of chronic diseases, Bill decided to select strategic partners to apply CVA and the QB algorithm.

Examples of the new generation of CVA are provided here:

<https://www.mcfip.net/upload/Healthcare%20Expense%20Reduction%20-%20Rev%208-2020.pdf>

Bill's detailed biographical information is available here.

<https://www.mcfip.net/upload/Letterhead%20MCFIP.pdf>