

Calley Means

Dr. Casey Means

“MAHA” Movement
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BIOGRAPHY

Calley Means



Calley Means is an entrepreneur, healthcare reform advocate, and co-founder of TrueMed, a company that promotes using tax-free health savings accounts for healthy lifestyle expenses like food, exercise, and wellness coaching. He is a vocal critic of the pharmaceutical and processed food industries, highlighting how they contribute to chronic health issues through systemic incentives that prioritize profits over public health.

Before TrueMed, he worked as a consultant for major food and pharmaceutical companies. Means co-authored the book *Good Energy* with his sister, focusing on the connection between metabolism and health. He is a graduate of Stanford University and Harvard Business School.

In addition to his work in healthcare, Means co-founded Anomalie, a custom bridal brand acquired by David's Bridal, and has invested in companies focusing on metabolic health, mental health, and longevity.

Dr. Casey Means



Dr. Casey Means is a Stanford-trained physician, entrepreneur, and health advocate dedicated to transforming the approach toward metabolic health. She co-founded Levels, a company focused on improving metabolic well-being through real-time glucose monitoring and personalized feedback. Dr. Means is also the Chief Medical Officer at Levels and an Associate Editor for the *International Journal of Disease Reversal and Prevention*.

Her career began with training as a surgeon at Stanford, but she shifted her focus to preventive health after recognizing the systemic issues in traditional healthcare. She emphasizes empowering individuals to make sustainable health choices through education and innovative technology. Dr. Means has contributed to numerous publications, including the *New York Times*

and *Forbes*, and co-authored the bestselling book *Good Energy: The Surprising Connection between Metabolism and Limitless Health*.

Her mission extends to integrating ancient wellness practices, such as mindfulness and nutrition, with modern advancements in science and technology to address chronic diseases at their roots. Dr. Means is also an advocate for leveraging wearable tech to guide lifestyle decisions and foster long-term health improvements.

Policy Positions

Agreement with First Lady Obama's "Lets Move"

"Michelle Obama was right, you know, to some degree," Calley Means said in an interview before the election, describing the former first lady's efforts to add vegetables and whole grains to school lunches—a program that Republicans widely criticized at the time. (WSJ, [10/13/2024](#))

Environment, Diet, and Lifestyle Factors as the Root of Health Issues

Casey: "I learned virtually nothing at Stanford Medical School about the tens of thousands of scientific papers that elucidate the root causes of why American health is plummeting." I did not learn that for each additional serving of ultra-processed food we eat, early mortality increases by 18%. This now makes up 67% of the foods our kids are eating. I took zero nutrition courses in medical school. I didn't learn that 82% of independently-funded studies show harm from processed food, while 93% of industry-sponsored studies reflect no harm. I didn't learn that 95% of the people who created the recent USDA food guidelines for America had significant conflicts of interest with the food industry. I did not learn that one billion pounds of synthetic pesticides are being sprayed on our foods every single year. 99% of the farmland in the United States is sprayed with synthetic pesticides, many from China and Germany, and these invisible, tasteless chemicals are strongly linked to autism, ADHD, sex hormone disruption, thyroid disease, sperm dysfunction, Alzheimer's, dementia, birth defects, cancer, obesity, liver dysfunction, female infertility and more. I did not learn that the eight billion tons of plastic that have been produced just in the last 100 years ... are being broken down into microplastics that are now filling our food, our water, and we are now even inhaling them in our air, and that very recent research ... tells us that now about 0.5% of our brains by weight are plastic. I didn't learn that there are more than 80,000 toxins that have entered our food, water, air, and homes by industry, many of which are banned in Europe, and they are known to alter our gene expression, alter our microbiome composition and the lining of our gut, and disrupt our hormones. I didn't learn that heavy metals like aluminum and lead are present in our food, our baby formula, personal care products, our soil, and many of the mandated medications like vaccines, and that these metals are neurotoxic and inflammatory. I didn't learn that the average American walks a paltry 3,500 steps per day even though we know, based on science and top journals, that simply walking 7,000 steps a day slashes by 40-60% our risk of Alzheimer's, dementia, type 2 diabetes, cancer, and obesity. I

certainly did not learn that medical error and medications are the third-leading cause of death in the US. I didn't learn that just five nights of sleep deprivation can induce full-blown pre-diabetes. I learned nothing about sleep, and we're getting about 20% less sleep on average than we were 100 years ago. I didn't learn that American children are getting less time outdoors now than a maximum security prisoner, and on average, adults spend 93% of their time indoors, even though we know from the science that separation from sunlight destroys our circadian biology, and circadian biology dictated our cellular biology. I didn't learn that professional organizations that we get our practice guidelines from, like the American Diabetes Association and the American Academy of Pediatrics, have taken tens of millions of dollars from Coke, Cadbury, processed food companies and vaccine manufacturers like Moderna. I didn't learn that if you address these root causes that all lead to metabolic dysfunction and help patients change their food and lifestyle patterns ... we could reverse the chronic disease crisis in America, save millions of lives and trillions of dollars in healthcare costs per year. This is a spiritual crisis. We are choosing death over life, we are choosing darkness over light." (X, [9/23/2024](#))

Harm from Ultra Processed Foods

Calley: "I mean, we are being convinced that ultra-processed food and food with chemicals is healthy. Working for the food companies, we help fund nutrition research. Eleven times more food companies spend on nutrition research than the NIH. There were 50,000 nutrition studies created in just the last two years. The purpose of nutrition research by and large is to promote ultra-processed food, is to promote Cheerios. Literally, there's a study from the NIH that says Cheerios are as healthy as quinoa. It's like these processed food makers pay for research to confuse us." (Functional Medicine, [08/29/2024](#))

Calley: "They hand you a pamphlet, literally with the advice from the American Academy of Pediatrics. Their first food should be processed puffs. That is literally what the American Academy of Pediatrics says. And then it's just this pharmaceutical bandwagon. No discussion of how that kid should not be eating ultra-processed food, and the metabolic health crisis. That in fact, it's almost encouraging that metabolic health crisis for the kid. That kid's walking into a space where we're absolutely getting bombarded with chronic stressors. Where SSRI intake among high schoolers is totally normalized, but there's no curriculum in any public school that teaches meditation or stress-regulation management. The school start times—the major sleep foundations, and researchers in the country are all saying that it's absolutely detrimental to the circadian rhythm, which is one of the most important parts of development. Nobody's changed that. So we have almost this violence on every level. I use the word violent, but it is, I think, very destructive of almost every lever of metabolic health that the kids walk into." ([Levels, 7/20/2023](#))

Calley: "Oh, my first week as working for these industries. It was a list of top professors. The food industry pays 11 times more for foundational nutrition research than the NIH. You go to in a nutrition school in the country, the lifeblood of their school, they'll probably admit this is from the processed food industry. In the past two years, there's been 50,000 peer-reviewed research

studies on nutrition. We're the only animal that has peer-reviewed nutrition studies, and we're the only animals that are systematically obese, diabetic, and being crippled by metabolic dysfunction. We're born with an innate sense of knowing what's right for us. The problem, very strategically, and this is well known among the industry, is the ultra-processed food does, because they're able to do this science experiment with their food, it hijacks our biology, hijacks our satiety signals. High fructose corn syrup, fructose, it makes us want to eat more because in the wild, when you see a bunch of fruit out there, you're well-advised to eat it, historically. We've basically rigged our biology to hijack our signals that make us satiated. So that's what ultra-processed food does. So that's the food industry, okay? The food industry, actually, with their own set interests, want to make food addictive and cheaper.” (Tucker Carlson Interview, [08/16/2024](#))

USDA Nutrition Guidelines

Calley: “When Dr. Fauci said, get the vax, most people... We respect and listen, but medical providers, they actually literally have social justice components where they're actually not able to recommend natural food because there's a component in the USDA Nutrition Guidelines which takes into account social justice. So they're worried about affordability. In America, it is classist and racist to suggest that mothers shouldn't be poisoning their kids. Yes, that is what the USDA argues.” (Tucker Carlson Interview, [08/16/2024](#))

[08/16/2024](#))

Skepticism of Childhood Vaccination Schedule

Casey: “On Carlson’s show, Casey questioned the need for infants to be inoculated against hepatitis B — a dog whistle for parents afraid vaccines will sicken their children. (Hep B vaccines protect against transmission of the virus from parent to child, and can prevent the chronic and incurable form of infection into adulthood.)” (STAT, [10/7/2024](#))

Casey: “Reform the National Childhood Vaccine Injury Act of 1986 and increase unbiased research on the safety of the cumulative effects of vaccines on the CDC vaccine schedule. The 1986 bill “provides that no vaccine manufacturer shall be liable in a civil action for damages arising from a vaccine-related injury or death.” It is unconscionable that any pharmaceutical company should have blanket legal immunity from harm they are causing to Americans for medications that are mandated by the government in order for kids to do basic activities (like attend school) in some states. There is growing evidence that the total burden of the current extreme and growing vaccine schedule is causing health declines in vulnerable children. This needs to be investigated.” (Casey Means, [08/29/2024](#))

Calley: “So this is what I saw working for pharma. So let's get out of the passion of this debate and just talk about the economic incentives. Let's take the Hep B, okay? There's actually no dynamic in American capitalism like the vaccine schedule, because the second you get something on that schedule, the government's paying hundreds of billions of dollars for a product that's been mandated for every single American living. So I'm just speaking, again, let's not even get into the efficacy of vaccine.” (Tucker Carlson Interview, [08/16/2024](#))

Calley: “I'm talking math. Working with the pharma industry, it's a huge economic imperative to get more and more vaccines on the schedule. You couldn't watch the Olympics this past couple of weeks ago without seeing just ad after ad for actually new vaccines. This is big business, right? Hundreds of billions of dollars. And again, once you get it approved, what happens? It's paid for everyone, and you have the most trusted institutions in the world calling anyone a war criminal for even asking a question about it. So this is well known by the industry.” (Tucker Carlson Interview, [08/16/2024](#))

Calley: “Why wasn't there the same emphasis on hardening up our immune systems and attacking the root cause of that? And it was all the air was around a pharmaceutical solution. This doesn't actually make sense, but it gets to the money. So working for the pharma companies, there's just nothing better than getting on the vaccine schedule. And that should not be a controversial comment. If you have a list of drugs that are mandated for every single American to pay for that government, you want to get on that schedule.” (Tucker Carlson Interview, [08/16/2024](#))

Calley: “Bill Gates said this week that we need immediate AI to scour the Internet and take any vaccine misinformation out of the Internet, automatically on any format, any private web page. This is wild. And he said, Because the second that virus spreads in people's minds, the damage is done. So his number one use case for AI is to scour the Internet and remove any vaccine misinformation from the internet. That is because the largest and fastest-growing industry in the country has completely co-opted the most trusted parts of the country. There's no higher level than the NIH, than Harvard Med School. They know that. Harvard Med School is a subsidiary of pharma, just demonstrably. The FDA is 75% funded by pharma. This isn't a conspiracy.” (Joe Rogan, [10/08/2024](#))

Calley: Casey Means has said that Covid-19 vaccine mandates for children are a “war crime.” Casey Means has championed relying on “divine gifts of intuition and heart intelligence” rather than “blindly ‘trusting the science.’” (Wall Street Journal, [11/13/2024](#))

Criticism of High Drug Prices, DTC Advertising, and Influence of Pharma Companies

Casey: “Every single institution in America that touches our health. From hospitals, to clinics, to pharmaceutical companies, medical schools and even insurance companies. They all make more money when are sick, and that is a huge problem.” ([08/19/2024](#))

Casey: “Eliminate the ability of pharmaceutical companies to advertise directly to consumers on TV. As of today, the U.S. and New Zealand are the only two developed countries that allow pharma to advertise directly to the public. The advertising isn't just problematic in its own right: When pharma is the largest contributor to the mainstream media's budget, they have a direct line to networks that can influence what messages are emphasized on the news and what is deemed “misinformation” or “truth.” (Casey Means, [10/29/2024](#))

Casey: “Prevent the pharmaceutical and process food industry from buying influence at the FDA and USDA. Today, Big Pharma funds 75% of the FDA's drug approval budget, and 95% of the USDA panel charged with updating nutrition guidelines had conflicts of interest with food or

pharma. An egregious example was a massive paper funded by the NIH and done at Tufts that showed that Lucky Charms are “apparently” healthier than ground beef, and, unsurprisingly, the lead author - Dariush Mozaffarian - was funded by several ultra-processed food and pharmaceutical companies, including Barilla pasta and Danone (see here for details). This might be funny if the stated goal of the project were not to influence nutrition policy. If the NIH is spending taxpayer money on research, that research should be clean from conflicts of interest with ultra-processed food companies and Big Pharma. (Casey Means [10/29/2024](#))

Casey: “Prevent pharma from price-gouging the American people. Today in Germany, Ozempic costs less than a tenth what it does in America! This is not the free market at work — it is the result of a rigged market and corporate-driven healthcare policies. While I think we need to focus much more energy on simply keeping Americans healthier, we also should not be extorting the American population with prices for life-saving drugs that are unreasonable.” (Casey Means, [10/29/2024](#))

Conflicts of Interest Within Federal Agencies

Calley: “I was working for conservative think tanks trying to make that argument. It's totally bankrupt. Actually, President Trump's talked about that. That's an executive order he can sign the first day. Sorry, I'm still mad about that. It's crazy. I cannot emphasize this enough how important it is just for medical leaders to cite the science. An executive order tomorrow could make it USDA panelists cannot take money from food companies. What an idea. It can sign an executive order tomorrow that NIH grants can't go to conflicted researchers. Eighty percent of them currently go to conflicted researchers. You could sign an executive order tomorrow that the FDA should stop being funded by Pharma.” (Tucker Carlson Interview, [08/16/2024](#))

Calley: “The most important dynamic in America, I believe, is when a child or a parent is sitting across their doctor at the first stage of metabolic dysfunction. They're shoved into a one-size "It's All Process" right now, where they immediately get on a pharmaceutical treadmill. The medical guidance comes from the NIH, the FDA, and their associated groups like the American Diabetes Association, the American Academy of Pediatrics. That guidance itself is corrupt and says that Ozempic is the cure for obesity and statins and heart disease. If a doctor was recommending the right things, we'd be a healthier country. So you just have to go after the medical guidelines. That would transform the country. The last one, I'd say, just going after incentives. I think it's a huge deal that our information sources have been totally co-opted. I can speak to that directly. Fifty percent of TV news spending coming from pharma is a huge deal. And why the hell is our media playing referee for defending pharmaceutical companies?” (Tucker Carlson Interview, [08/16/2024](#))

Calley: You actually can't make this up. In response to the claim that 50% of the @US_FDA's budget comes from pharma (a terrible incentive...), the agency released an official statement saying it is only 47%... An executive order should be signed tomorrow making this 0. (X, [08/25/2024](#))

Calley: “But RFK, really, I think better than anyone alive, is sharpening this issue. He's arguing, as we're trying to argue, it's very simple. It's actually not that complicated. You just need to put,

truly, as a first step, put Dr. J. Bhashari at the CDC. Put someone who's not trying to get their next job at pharma, who's aligned with this fundamental agenda at the NIH, at the FDA, at the HHS.” (Joe Rogan, [10/08/2024](#))

Calley: “The food industry, processed food, spends 13 times more on foundational nutrition research than the NIH. But even the NIH is really conflicted saying that lucky terms are healthier than beef, literally, you You've got those studies. What is this person at the news station or YouTube to do when you got the Harvard study? They've realized that you can weaponize this thing. That's how it's connected. Then time and time and time again, I hear from members of Congress on major committees, that's the corruption. That's where the corruption happens.” (Joe Rogan, [10/08/2024](#))

Calley: “The FDA has an associated nonprofit that allows food and pharma companies to directly bribe the agency. Kellogg is a major donor. Why does the government allow this?” (X, [10/21/2024](#))

Calley: “If we're able to send \$200 billion at a moment's notice to Ukraine, Congress can fund the FDA \$3 billion, to ensure that our agency that's supposed to regulate the pharmaceutical industry isn't co-opted and bribed by the industry it's supposed to regulate.” (Axios, [10/31/2024](#))

Casey: “Remove conflicts of Interest at the NIH. There have been over 8,000 "significant" conflicts in NIH research with industry. America spends \$4.5 trillion dollars per year on “healthcare,” but only ~2-4% of that amount on prevention, with 90% of the dollars on reactive treatment once people get sick. This doesn't make sense when nearly every leading cause of death in the US is a largely preventable chronic disease. Trillions could be saved (along with enormous suffering averted) through a research and spending focus on prevention.” (Casey Means, [08/29/2024](#))

Skepticism of Current MIPS Metrics

Casey: “Consider meaningful Value-Based Care models for healthcare. When the Affordable Care Act (ACA) was passed, the Merit-- Based Incentive Payment System (MIPS) was rolled out under the Quality Payment Program (QPP), which sounded good on paper. Under this new set of rules, a physician would receive substantial adjustments/increases to payments from Medicare if they met specific quality--of--care criteria. One would think that “quality” and “merit” in medicine would mean that the patient was actually getting better. But when I dug deep through the MIPS website to find the specific quality metrics for each specialty, I was shocked to see that these quality criteria were primarily based on whether doctors prescribed drugs regularly or did more interventions. Yes, a government incentive program focused less on actual patient outcomes (i.e., Did the patient get healthier?) and more on whether doctors prescribed -long--term pharmaceuticals (ie, did the drug companies and health care providers get richer?). For instance, there are four quality metrics under the domain of “Effective Clinical Care” for asthma, and none references the improvement or resolution of asthma; rather, doctors report on metrics like “percentage of patients aged five through sixty--four years with a diagnosis of persistent asthma who were prescribed - long--term control medication.” This is consistent across hundreds

of metrics for a multitude of conditions. It is essentially a double-dip give-away program for the health care industry. We must base any value-based care business model for healthcare on actual value: better outcomes over lower cost. We must not confuse a medicated patient with a good outcome. A healthy patient with well functioning cells is a good outcome. These two aren't mutually exclusive, but they are not the same. If doctors were paid more (incentivized) for truly healthy patients, we would rapidly adopt a prevention approach in clinical practice (healthy eating, exercise, stress reduction), which is by far the cheapest way to get the best outcomes.”
(Casey Means, 08/29/2024)