

Zyto Corp. Marketing Goals On Track According to Board of Directors

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Category: [Health & Medicine](#)

Press release from: [Zyto Corp.](#)

Orem, Utah – Zyto Corp. (ZYTC) announced the launching of a new marketing effort in January, which is progressing as planned, according to members of the board of directors.

The marketing plan involves a strategic alliance with key nutraceutical companies, referred to by Zyto as SAM's (Strategic Alliance Members). Zyto offers to the healthcare professionals who are customers of the SAMs the opportunity to receive, be trained on, and evaluate the Zyto Balance System for a 30-day period, free of any charge or obligation to purchase.

"We have found that most practitioners who take advantage of the SAM opportunity discover that our technology is an indispensable addition to their practice," explained Dr. Vaughn Cook, OMD, president and founder of Zyto Corp. The company maintains a web site at www.Zyto.com

Cook has received a patent pending on the technology that enables computers and human bodies to communicate. Cook has owned and operated healthcare facilities, specializing in holistic health. This clinical background has allowed him to develop equipment from the perspective of a practicing health care professional, which combined with an extensive background in business, has resulted in technology that is clinically effective and financially practical. He has developed two computer-based systems used by health professionals around the world.

Cook is joined on the Zyto board of directors by Dr. Dennis A. Robbins Ph.D., MPH and Dr. Marc Leib, M.D., J.D.

Robbins is a prominent healthcare innovator, author and has served as an ethics and health law specialist with expertise in development of new technologies and reimbursement. He has served as an adviser to the President's Commission on Ethical Issues in Biomedicine, Biomedical and Behavioral Research, and the White House Educational Advisory Committee on CAM. Robbins was a visiting scholar and research fellow in ethics at Harvard. He has authored eight books and over 250 articles, chapters and reviews on healthcare ethics, and has served as a columnist and national advisor for several health care journals.

Leib is a prominent physician specialist in health law, regulation, and policy. Leib practiced anesthesia for many years and then attended law school and subsequently practiced law at the Washington D.C. office of Latham and Watkins, a multi-national law firm. His practice consisted exclusively of healthcare law, including the regulation of Food and Drug Administration oversight of medical devices. Leib serves on the board of directors for various organizations. He has published articles in both medical and legal journals.

By accessing data at a subconscious level, health practitioners using Zyto technology are able to expand what might be considered a patient interview. They are able to craft questions and receive answers that will serve as navigational aids in making better-informed diagnostic and therapeutic decisions.

Even though this process has clinical value, instruments using the Zyto technology are not medical devices. They can more accurately be compared with a printed health questionnaire and the pen the patient uses to fill in the blanks.

About Zyto Corp.

Zyto Corp. was founded by Dr. Vaughn Cook, OMD. The company provides computerized bio-technology equipment and software that facilitates obtaining information from the human body to assist healthcare practitioners in making better decisions.

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