



# Media Kit

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# Media Kit

## 1. Overview

Ten Ten Ten is a national nonprofit movement that aims to make the United States:

- A **Top Ten** nation in health outcomes
- Spend no more than **Ten Percent** of GDP on healthcare
- Achieve both goals within **Ten Years**

Founded in 2025, Ten Ten Ten is building an open, transparent infrastructure that realigns America's \$5.6 trillion healthcare economy toward outcomes, value, and equity.

## 2. Mission and Vision

### **Mission:**

To transform the U.S. healthcare system through transparent measurement, evidence-based solutions, and public accountability, so every dollar spent delivers better health for all Americans.

### **Vision:**

A nation where outcomes improve, waste declines, and equity is built into every policy and practice.

### **North Star Goal:**

Top Ten Outcomes. Ten Percent GDP. Ten Years.

### 3. Core Programs

Program	Description	Purpose
<b>Ten Ten Ten Index</b>	A transparent national scorecard comparing U.S. outcomes, cost, and equity with peer nations.	Tracks progress and highlights what works.
<b>Ten Ten Ten Certification</b>	A mark of trust showing that healthcare products, procedures, or services improve health and lower total cost.	Rewards verified value and redirects wasteful spending.
<b>Ten Ten Ten Pledge</b>	A public commitment to measurable improvement, open data, and equity in action.	Mobilizes one million signers to drive system change.

### 3. Why It Matters

- The United States ranks [last in health outcomes](#) among peer countries, coming in at [#48](#) out of 183 countries.
- The United States spends 18.5 percent of its GDP on healthcare, ranking [#182](#) out of 183 countries
- More than 1.5 trillion dollars is wasted each year through inefficiency, misaligned incentives, and inequity.
- Half of all adults live with chronic conditions, yet most care is still paid for by volume rather than value.

Ten Ten Ten converts frustration into collective action, powered by data, transparency, and accountability.

## 5. Founding Story

Ten Ten Ten was founded by T.J. Tedesco and Bhargav Raman, MD, healthcare entrepreneurs. After decades of working with self-insured employers and healthcare innovators, they fully understand scattered reforms cannot fix a broken health system.

Ten Ten Ten is their solution: measurable, market-based accountability supported by open data, independent certification, and public commitment.

## 6. Leadership Team

- T.J. Tedesco, Cofounder, Executive Director
- Bhargav Raman, MD, Cofounder, Clinical & Analytics Lead
- John Hammer, Chief Financial Officer
- Doug Schwartzenruber, MD, Advisory Council Chair

Full Advisory Council list available at [tententen.org/about-us/advisory-council](http://tententen.org/about-us/advisory-council)

## 7. Key Facts

<b>Category</b>	Non-profit Healthcare Innovation
<b>Founded</b>	July 2025
<b>Headquarters</b>	Pittsburgh, Pennsylvania
<b>Status</b>	501(c)(3) nonprofit (pending)
<b>Website</b>	<a href="http://TenTenTen.org">TenTenTen.org</a>
<b>Social</b>	<a href="#">LinkedIn</a> • X • Instagram • YouTube
<b>Tagline</b>	Measure what matters. Reward what works.

## 8. Media Contact

**Press Inquiries and Interview Requests**  
[media@tententen.org](mailto:media@tententen.org)

## 9. Quotes for Media Use

T.J. Tedesco, Ten Ten Ten Cofounder and Executive Director:

- “Ten Ten Ten gives America the tools to measure progress, not promises.”
- “Healthcare should compete on results, not rhetoric.”
- “We cannot solve healthcare’s problems with the same incentives that created them.”

Bhargav Raman, MD, Ten Ten Ten Cofounder and Clinical & Analytics Lead:

- “Every wasted dollar in healthcare is a lost opportunity for better health.”
- “Transparency is not a threat to healthcare; it’s the foundation for trust.”
- “Data without humanity is empty. Humanity without data is blind. We need both.”

Doug Schwartzenruber, MD, Ten Ten Ten Advisory Board Chair

- “We need to fix the system we actually have, not the one we wish we had.”
- “The goal is not more care, it’s better health.”
- “When we measure what truly matters, we create accountability that lasts.”

## 10. Media Assets

All materials are available at [TenTenTen.org/assets](http://TenTenTen.org/assets)

- Logos (color, grayscale, and reverse)
- Executive headshots (print and digital)
- Infographics on national health rankings and Index methodology
- Fact sheets and press slides
- Pledge campaign graphics and digital badges
- Brand guidelines (colors, fonts, and spacing)

## 11. Press-Ready Descriptions

### **Short (45 words)**

Ten Ten Ten is a national nonprofit working to make the United States a Top Ten nation in health outcomes while spending no more than Ten Percent of GDP within Ten Years. Its Index, Certification, and Pledge drive measurable progress on outcomes, cost, and equity.

### **Medium (70 words)**

Ten Ten Ten is a nonprofit movement dedicated to transforming U.S. healthcare from the world's most expensive failure into one of the world's best systems. Its Ten Ten Ten goal calls for Top Ten outcomes, Ten Percent GDP spending, and achievement within Ten Years. Through the Ten Ten Ten Index (public scorecard), Certification (verified value mark), and Pledge (nationwide commitment), it promotes accountability, transparency, and equity across the entire system.

## 12. Suggested Headlines

- “The Bold Plan to Fix America’s 5.6 Trillion Dollar Healthcare System”
- “Meet the Nonprofit Turning Healthcare Data Into Accountability”
- “Why the United States Could Be a Top Ten Health Nation by 2035”
- “From Talk to Transformation: Inside the Ten Ten Ten Movement”
- “America Can Do Better in Health. Here’s How.”
- “Turning Health Data Into Accountability.”
- A Movement to Fix the Health System We Actually Have.
- Top Ten Health Outcomes. Spend Ten Percent of GDP. Do It in Ten Years.
- Building the Future of Responsible Healthcare.
- Proof That Better Health Costs Less.
- A National Scorecard for a Healthier America.
- The Tools to Measure Healthcare Progress, Not Promises.

## 13. Call to Action

### **Join the Movement**

- Sign the Ten Ten Ten Pledge: [tententen.org/sign-the-pledge](http://tententen.org/sign-the-pledge)
- Share the mission: [tententen.org/about-us](http://tententen.org/about-us)
- Support through donation [tententen.org/donate](http://tententen.org/donate) or partnership [tententen.org/partnerships](http://tententen.org/partnerships)