



PMK ESSENTIALS – COMMON QUESTIONS & ANSWERS

For Military Leaders, Contracting Officers, and Federal Decision-Makers

1. What is PMK Essentials and why does it matter?

Answer:

PMK Essentials is a **standardized preventive medicine kit** designed to mitigate the most common and predictable causes of **Disease and Non-Battle Injury (DNBI)**—the leading source of lost duty time across military and federal operations.

DNBI consistently removes more personnel from duty than enemy action. PMK Essentials directly addresses this reality by providing Warfighters and federal operators with **immediate, field-ready protection** against environmental and hygiene-related threats.

Bottom line: PMK Essentials preserves readiness by preventing avoidable injuries before they occur.

2. Why is preventive medicine a command and acquisition priority—not a personal responsibility?

Answer:

Preventive medicine is a **force protection responsibility**, not an individual convenience. Leaving prevention to self-purchase results in:

- Uneven protection across formations
- Use of non-tactical, incompatible, or unavailable products
- Predictable readiness degradation

The military does not allow Soldiers to self-purchase body armor or helmets because survivability is a command responsibility. The same logic applies to preventive medicine.

Standardization saves lives, time, and resources.

3. What specific problems do PMK Essentials prevent?

Answer:

PMK Essentials targets **four primary DNBI drivers**:

1. **UV exposure and sunburn** – a major contributor to heat injury and degraded endurance
2. **Vector exposure** – mosquitoes, ticks, and flies that transmit disabling diseases
3. **Foot fungus and moisture injury** – leading causes of mobility loss
4. **Hygiene degradation** – a precursor to infection, illness, and morale collapse

These are not theoretical risks—they are **routine operational realities**.

4. Why can't personnel just buy these items themselves?

Answer:

Because the operational environment does not support retail assumptions.

There are:

- No pharmacies in training areas
- No supply stores during deployments
- No guarantee of tactically appropriate products

Self-purchased items often introduce:

- Scent signatures
- Packaging waste
- Inconsistent quality
- Gaps in availability

PMK Essentials eliminates these risks by **ensuring uniform, mission-appropriate protection**.

5. How does PMK Essentials improve readiness in measurable terms?

Answer:

By reducing DNBI, PMK Essentials:

- Reduces sick-call volume
- Prevents duty-limiting injuries
- Preserves mobility and endurance
- Reduces medical evacuation demand
- Keeps trained personnel on mission

Even modest DNBI reduction produces **disproportionate readiness gains**.

6. Is PMK Essentials a medical device or a clinical treatment?

Answer:

No. PMK Essentials is a **preventive medicine sustainment item**, not a medical treatment or pharmaceutical product.

It:

- Requires no medical oversight
- Requires no training
- It is applied by personnel as part of daily routine

This makes it **low-risk, easy to field, and immediately effective**.

7. Why should PMK Essentials be issued to all services, not just the Army?

Answer:

DNBI does not discriminate by service.

- **Soldiers** operate in heat, dust, and prolonged dismounted conditions
- **Airmen and Airwomen** deploy to austere airfields with limited hygiene infrastructure
- **Sailors** face maritime UV exposure, moisture, and fungal risk
- **Coast Guard personnel** operate in high-sun, high-humidity, saltwater environments
- **Federal agents** operate in remote, high-risk, outdoor environments

PMK Essentials addresses **universal human vulnerabilities** under operational stress.

8. How does PMK Essentials align with fiscal responsibility?

Answer:

PMK Essentials is a **cost-avoidance capability**.

The cost to treat, transport, and replace a single DNBI casualty far exceeds the cost of equipping multiple personnel with PMK Essentials.

Preventing injury is always cheaper than reacting to it.

9. Is PMK Essentials difficult to procure or sustain?

Answer:

No. PMK Essentials are:

- NSN-supported
- Shelf-stable
- Lightweight
- Non-hazardous
- Compatible with standard logistics channels

It introduces **no new sustainment burden**.

10. What risk does the organization accept by not issuing PMK Essentials?

Answer:

By not issuing PMK Essentials, organizations knowingly accept:

- Preventable injuries
- Avoidable medical workload
- Reduced mission-capable rates
- Increased cost and operational friction

This risk is **predictable, recurring, and preventable**.

11. Why is urgency warranted now?

Answer:

Because the problem is not new—and neither is the solution.

DNBI has degraded readiness for decades. PMK Essentials is a **mature, immediately fieldable solution** that can be deployed now, evaluated objectively, and scaled quickly.

Delaying adoption means continuing to pay the DNBI cost—every training cycle, every deployment.

12. What is the single most compelling reason to field PMK Essentials?

Answer:

Because readiness lost to preventable injury is readiness voluntarily surrendered.

PMK Essentials ensures that those asked to operate in harsh, demanding environments are given **the minimum tools required to stay healthy, mobile, and mission-capable**.

FINAL STATEMENT

We owe our Soldiers, Airmen, Sailors, Coast Guardsmen, and federal operators more than reactive care. We owe them prevention.

PMK Essentials operationalizes that obligation—simply, affordably, and immediately.