

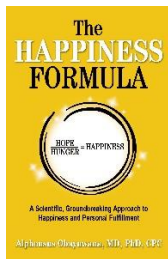
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FOR IMMEDIATE RELEASE

Scientist Reveals Groundbreaking 5-Minute Tool that Objectively and Subjectively Quantifies Personal Happiness — Simultaneously

PERRYSBURG, Ohio, March 12, 2024 — Readers of self-help books, happiness seekers, happiness advocates, and anyone in the “business” of happiness who is tired of dos and don’ts and hollow platitudes will find a clear, concrete way of gauging levels of happiness in *The Happiness Formula: A Scientific, Groundbreaking Approach to Happiness and Personal Fulfillment*, the new book by physician-scientist Dr. Alphonsus Obayuwana.



In *The Happiness Formula*, Dr. Obayuwana introduces a universal unit of measure called the “Personal Happiness Index” or PHI. This PHI, according to Dr. Obayuwana, makes it possible, for the first time ever, to calculate and assign numerical happiness scores to human individuals by plugging their unique hopes, hungers, assets and aspirations into an equation.

But Dr. Obayuwana is quick to point out that *The Happiness Formula* is much more than a mathematical equation for measuring happiness.

“It is a book about life, the relationship between human hope and hunger, and one’s overall feeling of personal satisfaction and subjective well-being,” Dr. Obayuwana explained.

The Happiness Formula challenges the findings published in the World Happiness Report of 2023, debunks three major happiness myths, and then introduces the Triple-H Equation — the simple but profound formula about what makes life worth living.

Dr. Obayuwana’s discovery offers individuals a simple but scientific way to self-assess their levels of fulfillment; provides happiness seekers with a proven routine for achieving and sustaining a flourishing life; and offers a strong theoretical basis and a firm practical structure for happiness coaches.

In 1979, Dr. Obayuwana (then a medical student) was awarded a national research grant and Smith-Kline Medical Perspective Fellowship to develop an instrument for measuring human hope, with the purpose of detecting hopelessness in time to prevent suicide. The result was the widely used and often cited Hope Index Scale (HIS). This progressed into decades of research that ultimately resulted in *The Happiness Formula*.

“For full disclosure, my own PHI is 2.923, and that means I am a ‘very happy’ person but not yet ‘flourishing’ by definition,” Dr. Obayuwana added. “Like everybody else, I could be happier, and with the formula revealed in this book, I now know where I am compared to anyone else in the world — who also knows his or her PHI.”

About the Author



Alphonsus Obayuwana, MD, Ph.D., CPC, is a physician-scientist, a happiness coach, and the founder and CEO of Triple-H Project LLC, an entity that trains and certifies happiness coaches. He is a Literary Titan Gold Award–winning author who has published several peer-reviewed articles in the national medical journals about human hope and happiness. His other works include *How to Live a Life of Hope* (2022), *The Five Sources of Human Hope* (2012), *Hope and Pregnancy Outcome* (1984) and *Hope Index Scale* (1980). After 30 years of relentless research on human hope and happiness, he successfully derived the Triple-H Equation that is at the core of his newest book, *The Happiness Formula*.

Throughout his faculty tenures at Johns Hopkins School of Medicine, Eastern Virginia Medical school, Ohio University College of Osteopathic Medicine and University of Toledo, he has taught and mentored medical students, resident physicians, nurses and fellows in the art and science of caring and promoting happiness for themselves and their patients. Dr. Obayuwana is also a retired major in the United States Air Force (Reserve). He is married to Ann Louis, his wife of 47 years. Together, they have two sons and three granddaughters. For recreation, he loves walking, reading, listening to music and playing on his drum set.

To learn more, visit www.triplehproject.com, or follow the author on Facebook (www.facebook.com/triplehprojectllc) and LinkedIn (<http://www.linkedin.com/in/alphonsusobayuwana>).

The Happiness Formula: A Scientific, Groundbreaking Approach to Happiness and Personal Fulfillment

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Media Questions for *The Happiness Formula*

by Alphonsus Obayuwana, MD, PhD, CPC

1. You recently wrote a book, *The Happiness Formula*. Tell us about your book.
2. Why did you write this book?
3. Why is it important to measure happiness?
4. How did you get interested in this work?
5. In your book *The Happiness Formula*, you go over an actual mathematic formula that is meant to help individuals who are struggling with hopelessness. What spurred you in your search for a practical formula to help these individuals?
6. Many say you can't put a price on happiness, so how is it possible to put a mathematic equation on happiness?
7. How often do you personally apply your research? Is it more of a broad application or do you use it in specific instances?
8. Do you find your recreational activities such as reading and playing the drums factor into the formula? If so, how?
9. There are two different scales you've come up with which are the Hope Index Scale and the Personal Happiness Index. How do these differ from one another? Is the Personal Happiness Index a refinement of the Hope Index Scale?
10. What did you think was the most important indicator of someone's hopelessness based on your research?
11. With your experience in the military and as faculty in universities, you have seen two different demographics with their own struggles of happiness. How do you think *The Happiness Formula* can aid the multitude of individuals that will pick it up? How can it still be applicable to their specific demographics?
12. What are some strategies you find useful to maintain hopefulness in times of despair?
13. What should be a reader's main takeaway after reading *The Happiness Formula*?