

ESCAPING THE MATRIX OF MODERN MEDICINE

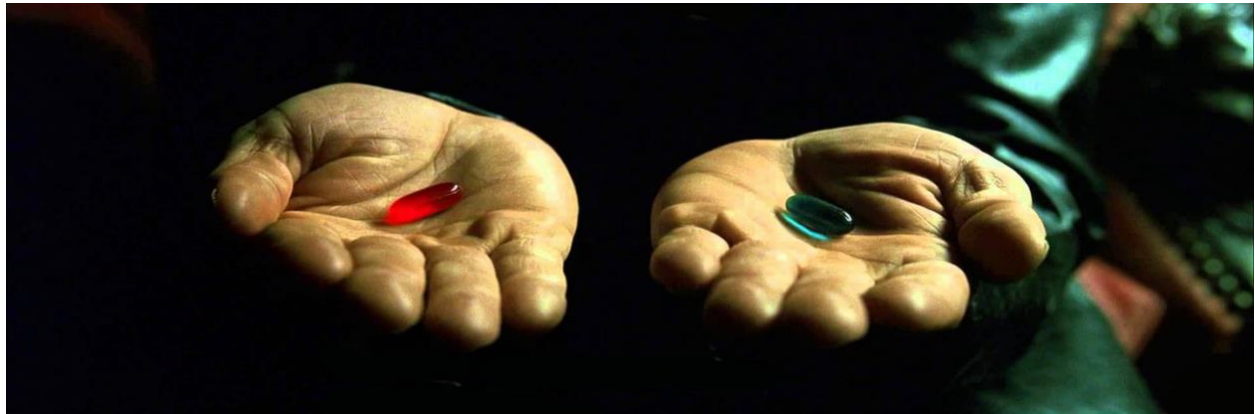


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Escaping the Matrix of Modern Medicine



Physician, red pill thyself.

You are likely familiar with a similar phrase:

Physician, heal thyself.

This phrase is most widely attributed to Jesus, who was referencing a Greek proverb. It's interesting to note that the account was written by Jesus' disciple, Luke, who was himself a physician.

"Physician, heal thyself" refers to the idea that a physician likely has the means to deliver healing to others, but yet does not take the necessary steps to relieve their own suffering.

(The phrase is also used when one passes moral judgement or gives specific directives and yet does not follow the instructions themselves. Read into this however you'd like.)

The phrase, “physician, red pill thyself” takes this proverb into account but also includes the teachings of the cult classic movie ***The Matrix***.

If you have not seen the movie, the concept of the movie, ***The Matrix***, is that humans are actually living in an alternate reality. That is, what humans know as “life” is actually a computer simulation.

However, there are some people - a movement, that has turned into a Revolution – who are searching for the truth and are finding ways to get outside the simulation and back into reality.

Early on in the movie, Neo, the main character is given a choice by another character, Morpheus. After Neo’s searching and a brief exposure to the realities of life, Morpheus gives Neo a choice that comes in the form of a blue pill or a red pill.



If he chooses the blue pill, Neo will go back into the Matrix and his place in the simulation will be restored. But he will always wonder

whether or not the Matrix is real and whether there is a better life outside the Matrix.

If Neo chooses the red pill, he will be awakened to reality. And he will be exposed to the harsh realities of life: the Matrix is real and it will try to destroy him. But, if he chooses the red pill, he will know the truth. It will be a hard fight, but there is peace on the other side.

So, how does this apply to Health Professionals?

There are a growing number of Health Professionals who are trying to steal medicine back from the Matrix - the hospitals, insurance companies, certification boards, and politicians, to name just a few.

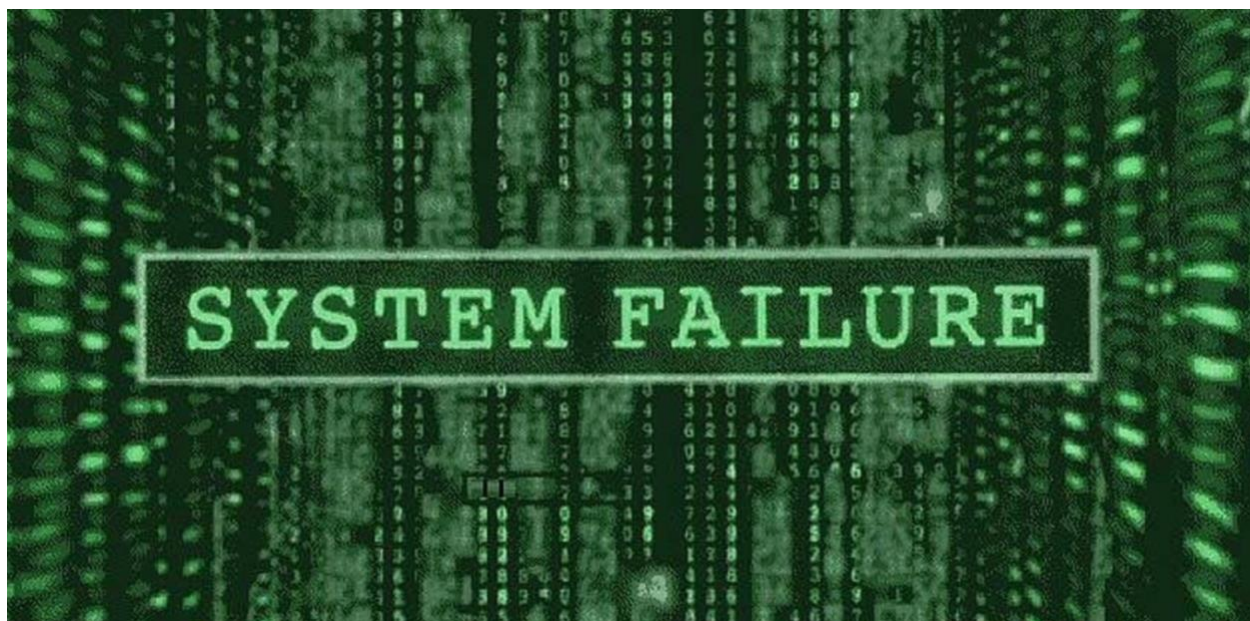
There is no doubt: The Matrix is real and it wants to control you to the point of minimizing your control, respect, prestige, income, and your ability to help people.

There is a battle for the soul of the Health Professional. The Matrix wants to call you a “provider” and treat you as such. But everything within you wants to be a healer.

A movement is growing. More and more health professionals are considering trying to leave the Matrix and the life as a Provider (some brave health professionals have already left) and pursuing a Righteous Path as a Healer.

But it’s hard to leave.

The Matrix wants to control you with a 401k/403b, a “guaranteed” salary, and other benefits. The hoops that must be jumped through and the red tape to navigate to work with the Matrix makes you feel like you could never do this on your own.



Yet, given the horrible life for more than 50% of all doctors right now, it's very possible that you may be considering either leaving the Matrix of Medicine or leaving the practice of medicine altogether because you're starting to realize that the blue pill "ideal life" is not what you imagined or were led to believe.

The stage of unplugging from the Matrix has difficulties unique to each physician, based upon where, in their career, they realize the blue pill "ideal life" is not what they want.



It's one thing for a young health professional to take the red pill, unplug from the Matrix, and realize everything they've been taught about being a doctor is not true.

This experience is much different and, frankly, easier to deal with mentally, emotionally, and financially for the young health professional than for a health professional who is mid- to late-career and experiencing the red pill paradigm shift as they look back on their career, possible family dysfunction, marriage(s), and the things they wish they could - or would - have done differently if they were not plugged into the Matrix.

Some health professionals resist because they believe "It's too late for me" as these health professionals throw their hands up in the air.

Some don't care. They like the life they have. They like life within the Matrix and have no desire to unplug from the machines.

Some will gladly SAY they are going to take the red pill, but will get scared, worried, frustrated, etc., and when actually given the choice,

will quickly grab and swallow the blue pill. (Watch out for these health professionals. They are the ones that may cause problems for you if you take the red pill. They know the truth but are unwilling to make the tough decision.)

Many will shout loudly that the blue pill is the only way to go and that anyone who chooses the red pill should be banned from the practice of medicine.

Some will gladly take the red pill, but will feel they must go back to the Matrix because they have built no foundation outside of the Matrix, which leads to frustration, fear, worry, etc...and they will then feel like their only option is to go back to the machines.

Some will reluctantly choose the red pill with fear and trepidation and yet will have such a mind-blowing positive experience, that they will never look back.

Some will thoroughly look at all options, decide that the red pill is the only logical choice. However, knowing full-well what they are up against, surround themselves with a team that can help them enjoy the successes, weather any storms, battle together, and fight the good fight - for themselves, their families, and their patients.

Let this be clear: this is **not** about patients.

Not yet, anyway.

We're not going to save patients if the system is killing health professionals.

Save the healer. Save the patient.

In that order.

Most people don't, but if you were to pay attention to the flight attendant during the pre-flight instructions, you would know that, if there were to ever be a need to use the oxygen masks, you are to put your own mask on first before you help anyone else.

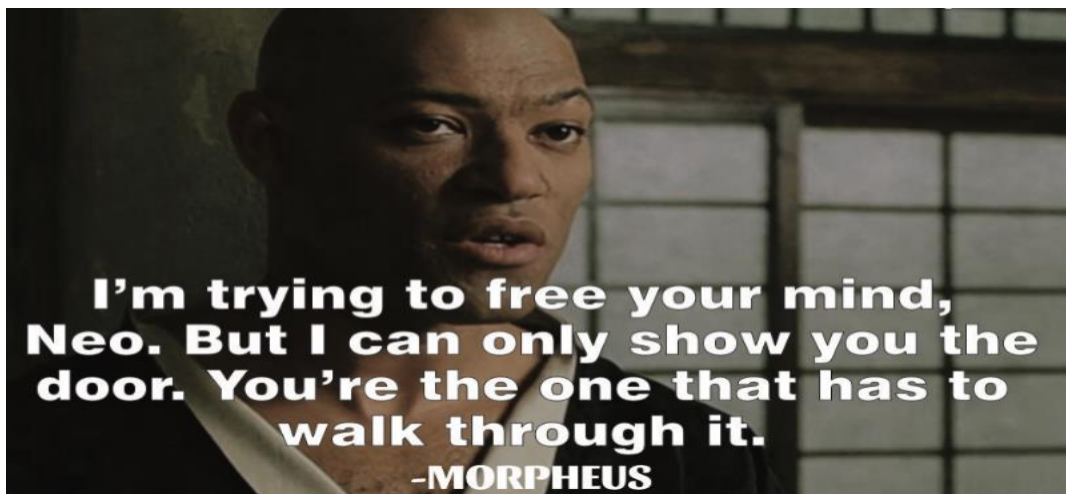


Are you putting on your own oxygen mask first?

Healer, heal thyself?

Healer, red pill thyself.

It's time to see the world for what it really is, not what we want it to be.



How do Healers get out of the Matrix?

Most health professionals have been institutionalized. They are stuck in the Matrix of Modern Medicine.

As such, when it comes to moving, or helping health professionals move, toward holistic/functional/regenerative medicine, the only way to do this is to put the health professionals into a system that includes a “track to run on” and A LOT of training on how to get out of the Matrix: the current system of Modern Medicine.

It’s really bad for providers right now. Unfortunately, it’s only going to get worse without some sort of intervention.

Like most health professionals stuck in the Matrix treating symptoms rather than root causes, many organizations are trying to help health professionals get out of the Matrix by treating symptoms of the disease rather than root causes. And like most patients suffering in the Matrix of Modern Medicine, health professionals are not given a path toward success.



Both Patients and Health Professionals are eager for new options. Unfortunately, most of these new solutions are like houses built on sand rather than on rock.

When someone is suffering from starvation, the last thing that should be given to that person is an abundance of food. Choices and amounts are limited, but a plan is developed to nurture that person back to health.

There are a plethora of options for health professionals to leave the Matrix. However, like a teenager with too much freedom, many end up getting themselves into trouble.

Most health professionals crave structure. Their lives, since the time they were at least 22 years old, have been primarily about structure - systems, processes, and protocols.

Any successful basketball or football coach will tell you that when you walk into a new situation, you must clean house and create a new culture. Why is this? Coaches know that change is hard.

Humans are, after all, cognitive misers. That is, our minds look for the path of least resistance. And when things are hard, we default to what we know.

Health Professionals are no different. That's how they are trained. Even members of the military know that when the bullets start flying, default to what you know: your training.

Everyone starts out with the best of intentions. And yet, when times turn tough, we default to what we know. Or at least what we're trained to do. There is comfort in our default setting.

In order for a health professional to build a successful business in medicine, that health professional must start with the proper mindset. Few people, let alone health professionals, are able to default to a proper business mindset. Mindset, however, can be learned. We can be persuaded into a proper mindset.

The ultimate source for persuasion? Human emotion.

Human emotion affects everything from our creativity to our commitment, determination, connection, compassion, and vision. Emotion is a whole-body event and involves unconscious processing and memory. Emotion influences and drives our decisions.

The two factors most responsible for our decisions are our state (from moment to moment) and our blueprint (where we come from, who we are, what we know, etc).

In order to influence others, we must change their state, first, and then change their blueprint. It must be in this order.

And as complexity is the enemy of execution, to get people to execute (or change), we must minimize the complexities and provide an awesome and engaging experience.

How do we do this?

The Future of Medicine. Many are trying to embrace the future of medicine, but not using the powers that are available. The future of medicine is about health management and helping the body heal itself while working with an *advisor and/or manager*. While many are seeking technology solutions to replace the provider, the best health professionals and systems will understand and use technology to *enhance* the patient-healer relationship.

Healer, not Provider. Health Professionals must move from the *provider* mindset back to the *healer* mindset. And once a health professional has completely embraced the *healer* mindset, they can then become an advisor and manager to and for their patients.

Healers need a Solution, not another Problem. Give healers the time that allows them to actually develop a relationship and give *advice* to their patients, not necessarily products. Products are not bad, per se, as they are necessary. It's a matter of where to put the focus, which allows for a new mindset.

The Power of Health Management. Patients don't know and, frankly, don't care what "holistic" or "functional" or medicine is. But everyone is at least intrigued with "regenerative" medicine. The key, however, is that regenerative medicine is about helping the body heal itself. The best way to help the body heal itself is through an active, on-going process. This may be seen as semantics, but both words and actions matter.

The Art of Healing. “It took medicine a long time to realize that when a patient shows up with a headache, it’s much better to give him aspirin or a good night sleep than do brain surgery, although the latter appears to be more ‘scientific.’” (Nassim Nicholas Taleb). For the last 125 years or so, we’ve been told that *medicine* and *science* are the same. This is simply not true. While there was a need to develop efficiencies in medicine coming out of the 19th Century and into the 20th, the pendulum has swung too far and we seem to have forgotten the ***art of caring for patients***. The art of healing is built on the science of discovery; but both must be done at the same time.

Navigating Complexities. Medicine, in general, is very complex. But when you get into the specifics of holistic, functional, or regenerative medicine, and then add the ownership of a business, the complexities increase dramatically. Not only are there complexities for patients to navigate in medicine, healers must navigate an entirely different set of complexities. People desire control in complex environments, the human mind cannot navigate these complexities without a map or plan.

Realigning Economic Interests. Humans are motivated by, and make decision based on, incentives. And, currently, incentives for patients and physicians are misaligned. Healers need a business model that will allow them to maintain their stature and significance of being a healer, be in control of their time to actually enjoy life, make a large impact on the lives of their patients, and make some good money in the process. How do healers realign economic interests with patients? By spending time with, and giving advice to, patients. But in order to do this, healers must be compensated based upon the *value* that they add for *each* patient, not by how many patients they see in a day.

How is all of this done?

Through a Business System, Advisory Platform, and Knowledge Engine that:

- Greatly reduces the number of patients that healers see and maintain
- Helps navigate the complexities of the *business* of medicine and health, which allows healers the opportunity and ability to guide patients through the intricacies of medicine and care
- Identifies the types of patients that would be seeking care from a healers practicing the Art of Healing
- Provides strategic guidance as both a business owner and medical advisor and health manager
- Assists with decisions regarding science, medicine, and business
- Protects against inconsistent and incongruent advice
- Provides on-going business support, training, coaching, and advice

And that's just the beginning.