



LEARNING ON KANYE WEST TO REVOLUTIONIZE HEALTHCARE IN AMERICA

EAST MEETS WEST IN WELLNESS



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You can be the one to make the change in healthcare that is so needed in America today. My purpose is to change healthcare in America by teaching you how to implement functional medicine into your practice in less than a month. This will allow you to increase patient results while doubling or tripling your cash collections. It takes courageous individuals who offer a lifestyle and functional medicine approach combined with a business model that will serve the community for the years to come. According to the Centers of Disease Control, “American adults spend \$9,233.00 on health related costs.” My questions is-what are we getting in return besides fatter, more depressed, and sicker? As a healthcare entrepreneur I see tremendous opportunity to deliver a much higher value of service for less money. Providing modern functional medicine, with our roots firmly grounded in ancient medical practices allows us to effectively get results with 99% of our patients. Think about the results you can achieve when you have a patient that is in full alignment with what you have to offer. Your patients love you and when you bring new services into your clinic that can help them they will invest in you again and become more engaged.

"I want the world to be better! All I want is positive! All I want is dopeness!"

Kanye West

Imagine adding services your patients are happy to pay for like functional medicine testing, stem cell therapy and nutrition protocols based on labs. The medicine of the future puts lifestyle at the forefront of care, but those recommendations are based on objective data and functional diagnostic testing. This approach has allowed me to triple my cash collections and grow 5 very successful clinics in Utah that help thousands of people *reverse* diabetes, thyroid conditions, and auto-immune diseases every month. Can western allopathic medicine come even close to this? We know that on average 106,000 deaths are attributed to “properly prescribed medications”. How many deaths does our medicine account for? There is so much data out there and trying to piece it all together can be challenging. The healthcare entrepreneur program is meant to allow you to understand the mentality we are confronting in America and how to break through it. It is also designed to give you a step-by-step approach to viably implementing functional medicine into your practice without spending 5 years learning it. We need more practitioners to stand out from the rest so that more people can find you and get their health back. From what I have seen in the medical profession, we are incredible healers but lousy business people. We don't see the value in what we are offering our patients and most of you don't really believe you can reverse a lot of the diseases prevalent today. I know that I didn't have 100% conviction that I could help my chronic patients get healthy again until I started using better testing and implementing lifestyle design for them based on those tests. I've also been patients who no longer needed joint replacements or drug infusions for auto-immune conditions by using stem cell therapy. What if someone came to you and asked for a stem cell infusion through a nebulizer along with acupuncture and lifestyle coaching

for their COPD- instead of a drug? This is the medicine of the future. Incredible medical solutions are here but in order to use them you will have to get the right practice model set up so that you have an organized way of marketing and delivering your services.

The current level of mis-information that exists when it comes to health is staggering. The most common source of mis-information is from watching TV. You will spend an average of 9 years of your life in front of a TV in the US. It doesn't take much time in front of the TV before you start to see commercials for pharmaceutical drugs. They lure us in like chumming the water with corn while ice fishing. "Are you suffering from tiredness, overwhelm, frequent nervous breakdowns, and hair loss? You may be suffering with depression. Ask your doctor about Prozac, you will be glad you did." The next scene shows you in a doctors appointment with a Zen-like physician who kindly writes out a Prozac prescription for you. The next morning you wake up a new person with the sun shining down on you. The commercial ends with you blissfully holding hands with Kim Kardashian while Kanye West raps in the background...who wouldn't try that drug? Thanks to the Prozac commercial confirming that you are depressed, being the hippy that you are, you consider a natural alternative and look to Dr. Oz. He says that the key to happiness is getting rid of fat. You can't resist and promptly order the fat burning pill that promises to magically dissolve those unwanted love handles. After taking them for 3 months with zero fat loss you once again consider a "medical" treatment. WebMD gives you a diagnosis of "love handles" and the recommended drugs are phentermine, an appetite suppressant, and HCG (human chorionic gonadotropin), a growth hormone. This combo works like magic at getting the weight off for the first 6 months. Then your thyroid can't handle the strain and shuts your metabolism

down. Now the 20 pounds you lost is 30 pounds gained. Once again the images of Kim Kardashian flash through your mind and the gangster rap beats of Kanye West sound in your ears. "I'll take the Prozac please." Numbed into a new reality on the green pill your depression lifts and suddenly you realize that maybe you should consider side effects of the medication. With very little effort you discover that it's 94% fluoride and making your thyroid even worse, not to mention your sex drive. Thoughts of suicide fill your mind, then you are numb. The Food and Drug Administration has sanctioned Prozac for treating depression in kids as young as 7. The FDA cited child studies showing that the medication, introduced in 1987, was safe. "The chances of doing harm are very low," says Mercy director Dr. Rodney Vivian. "I've had 4-year-olds on Prozac." Sound familiar?

"I just have to look and say, "What do I have to lose? We only have everything to gain." Kanye West

According to the World Health Organization, the United States spends more per capita than any other country. The Millman Medical Index averages show that a family of 4 in America pays \$24,671.00 on insurance premiums. "576,000 Americans have annual medication costs of \$50,000 or more. That's a 63% increase in 2014 from 2013 when 352,000 Americans had such high costs." -Express Scripts, 2014

How many of you are having your patients spend over \$50k on their wellness programs, herbs, office visits and acupuncture?

"The person who takes medicine must recover twice, once from the disease and once from the medicine." -William Osler, M. D.

The distractions in health start with an enormous volume of mis-information that goes back centuries when we started looking at the human body as separate from the mind and the spirit. We have billion dollar pharmaceutical companies spending a majority

of their resources marketing drugs to treat symptoms when we have solutions that address the cause. And when we spend an average of 11 hours per day in front of some electronic media it's no wonder that we are so far off track when it comes to health.

"I am so credible and so influential that I will change things." Kanye West

50% of Americans have a chronic disease and 75-85% of our healthcare spending is used to treat the symptoms of those chronic diseases. How much are we spending to treat the cause? You and I got into the medicine to help a lot of people get as healthy as possible with natural approaches to healing. Our purpose is massive and can literally transform healthcare if we all step out of our comfort zone and help more people. The demand exists, but where are we? How often are we distracted from our purpose? I often say that my dream would be to replace the TV commercials for pharmaceutical drugs with advertisements about holistic healthcare, herbal medicine and lifestyle design. Imagine the impact we could have, it would be similar to the impact that Oprah had on my clinic when she first introduced acupuncture to her audience. (Oprah, if you are reading this I want to thank you for sending dozens of people to my clinics over the years, and you too Dr. Oz!) The media has been very supportive of our profession and rightfully so. According to the World Health Organization, Traditional Chinese medicine is best suited to meet the worldwide demands of healthcare in the future.

"If you learn from your mistakes, then I'm f&#king genius." Kanye West

Our biggest mistake is that we have cared about our art and medicine more than we have cared about our patients. We have tried to get them to "be ready" for what we had to offer rather than us building a bridge to them. What our patients crave is a plan that will get to the root cause of their problems. They need better diagnostic testing from multiple perspectives, they need an approach that is comprehensive and customized. They need us to educate them and be their healthcare mentor just as much as they need us to be their doctor. Auto-immune disease, gut dysbiosis,

adrenal fatigue, thyroiditis, diabetes can all be treated effectively when you get your patients to commit to focus on their health. What are the barriers they face? 1. Time 2. Money 3. Insurance Coverage. All of these barriers must be removed before you can help them. The only way to confront these issues is to confidently address them before your patient uses any one of these reasons as an excuse not to take care of their health. In my beginning years of practice I would use the "poke and pray" method of hoping that my patient would be so pleased with my treatments that they would continue to come in. I also hear a lot of acupuncturists claim that their skills are so advanced that patients are healed after 2 or 3 visits. When I hear practitioners say that I usually taste throw up in my mouth. With the complexity of patients that we are dealing with and the nature of chronic conditions, unless you have a flowing robe and a decent Jesus beard, your patients may require a bit more than 2 or 3 acupuncture treatments to help them. So now that I have offended all my brothers and sisters, let's dive into confronting barriers.

"People always tell you, "Be humble. Be humble." When was the last time someone told you to be amazing? Be great! Be great! Be awesome! Be awesome!" Kanye West

Barrier #1: TIME

First, lets talk about time. Your patients have to value their health more than anything else in their life. Our job is to remind them that without health they are very limited in their ability to be fully present in their relationships with their spouse, kids, co-workers and friends. I like to ask my patients, "Are you at a place in your life where you can devote 3 to 6 months or even a year of your life to your health?" Once I have established a relationship with them, I will explain how often they will need to come in for treatments if they really want to reach their healthcare goals. I will then get a firm commitment that they are willing to do what is expected before I accept them into the program. I like to be upfront about the healing process, I think it's best to be honest and transparent in what it will take on all fronts.

"Nobody can tell me where I can and can't go." Kanye West

Barrier #2: MONEY

The second issue is money. If finances are an issue with your patients then make sure that you have outside agencies who can finance a plan of care for them.

Discounting your services devalues what you are offering and will lessen the results.

I've found that you can become a blackbelt in helping patients handle their money issues by you first handling your own. Money is simply the exchange that we use for our services but with so many people in our profession it can be our biggest limiting factor to helping get our patients the care they really need because if we don't fully realize the value of the exchange we are offering and then they won't see it either.

Think of the exchange that our patients get for a 5 to 7 minute doctor visit vs. your office visit and treatment.

"Why are people so scared of creative ideas and so scared of truth? All I want to so is do good." Kanye West

Barrier #3: INSURANCE

Americans have the belief that they will only receive the amount of care that their insurance company will cover, letting insurance companies dictate their care plan instead of you. How do you feel about this? How many of you are seeing better insurance coverage for your patients? How many of you are getting reimbursed at higher rates? Did Obamacare solve the health crisis and suddenly pay for what works? From what I have seen in my clinics and in the many clinics I coach is that things have gotten worse for our services. Sure more companies are covering acupuncture but are paying at a decreased rate. Many of us have built our practice around a system that is broken and outdated. The longer you look at insurance benefits for your clinics viability the greater your risk will be. What I have found is that by offering a treatment plan that is comprehensive you will have a much higher close rate than by offering symptom-based protocols. Americans are smart and educated and we are doing our homework. What is holding us back is the lack of

innovative clinics offering the final solution. What is the final solution? It's got to be a combination of correct testing such as micro-nutrients, salivary cortisol and hormones, stool analysis, food sensitivities along with traditional diagnostic tools like pulse and tongue.

"My greatest award is what I'm about to do." Kanye West

Think of what medicine will look like 10 years from now. With all the emerging technology and advancements in AI (artificial intelligence) it has been predicted that your smart phone will be able to provide a more accurate diagnosis than a group of 10 board certified physicians. Where does that leave us as acupuncturists? As AI starts to replace doctors and allopathic medicine becomes more automated it will be the clinics who practice holistic medicine that hold the final solution for the array of chronic diseases. Traditional medicine had it right all along- healing requires more than just a diagnosis and symptom based cure. In my undergraduate training we thought that by sequencing the entire human genome we would find the key that would unlock the mystery of disease. And while we have learned volumes about disease and generic expression, what has emerged from this discovery is that we have more control over our genetic expression than we ever thought possible. Epigenetics tells us that our genes account for only 5-7% of disease patterns in the body, the rest is up to us.

"You can't look at a glass half full or half empty if it is overflowing. If you have the opportunity to play this game of life you need to appreciate every moment. A lot of people don't appreciate the moment until it's passed." Kanye West.

We are the final solution. It will take courage and boldness and a downright movement for us to make the appropriate changes for healthcare in America. The Yellow Emperors medicine is a great guide to reference. If you analyze the poetic conversations between Huang Di and his chief physician, Qi Bo, you will see that

the pursuit was to promote longevity and vitality. The key ingredient was to have a life that was integrated into the environment as a reflection of the universe. Health is living in harmony with the environment, having emotional health, and a lifestyle that reflects serving a larger purpose. “Anybody who looks and knows it is to be called spirit; anybody who listens and knows it is to be called a sage; anybody who asks and knows it is to be called an artisan; anybody who feels the vessels and knows it is to be called a skilled workman.” –Nanjing

Today is the day to lead our patients in a better direction and offer them what they deserve and want. Putting in the right medical model that embraces the entire picture will allow you to accelerate your practice results to new heights. I’m honored to be able to work with some of the brightest medical providers on the planet and especially grateful that you have taken the time to read this far because it encourages me that there are others out there who are looking to make an impact on health.

Best to you,

Regan Archibald, Lac., CSSac. Founder East West Health and Go Wellness

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