

# The Revolution Starts ... Now

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A revolution in the world of health ... is needed. And it needs to start ... here ... and now.

Let's face it - as it stands right now, the current system of health care, injury prevention, and health promotion - faces some tremendous problems. From the provider side, if you are providing exemplary care you're no better off than if you provide average or outdated care. You don't get paid any more or less for the quality of your work. From the payor side, we're told that "well care" is covered - but this typically amounts to an annual check-up and not much else (if that). From the patient side - I may not want to partake in any of this because they (the powers that be) either aren't going to pay for it, or the cost is exorbitant (without health insurance), or they're just going to tell me to rest and take some pills anyways. And from the health promotion side - well, good sound educational programs are hard to find and even harder to have reimbursed by a third party payor.

It's a bit of a conundrum actually. Many people go around saying that "the system" as we know it doesn't work anymore. But ... in many ways, we're afraid to go someplace new. It's that "fear of the unknown" - but seriously now - can it be any worse than something that you know doesn't work anyways? Is "the devil you know better than the devil you don't"?

As they say, if it ain't broke, don't fix it ... well, it's more than just broke ... but it's not irreparable. We can get this train back on the tracks, but it won't involve incremental change. A wholesale change is needed.

None of this is about "universal health care" or "socialized medicine" or "screw the insurers" or other diatribes proposed by the media. It's not about compromise, or fear of the unknown, or the problem simply being too massive for any one person or group to solve.

It IS all about "optimal health" ... about self-actualization, transformational learning, and organizational change. It's all about self-responsibility, education, evidence-based initiatives, and cost-effective and efficacious strategies for health and injury recovery. It's all about not just talking about revolution - but "being" the revolution.

As they've said throughout history - if you don't like it, do something about it. You're in the right place.

As musician Steve Earle so aptly phrased it - "The Revolutions Starts ... Now".

Welcome aboard.

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