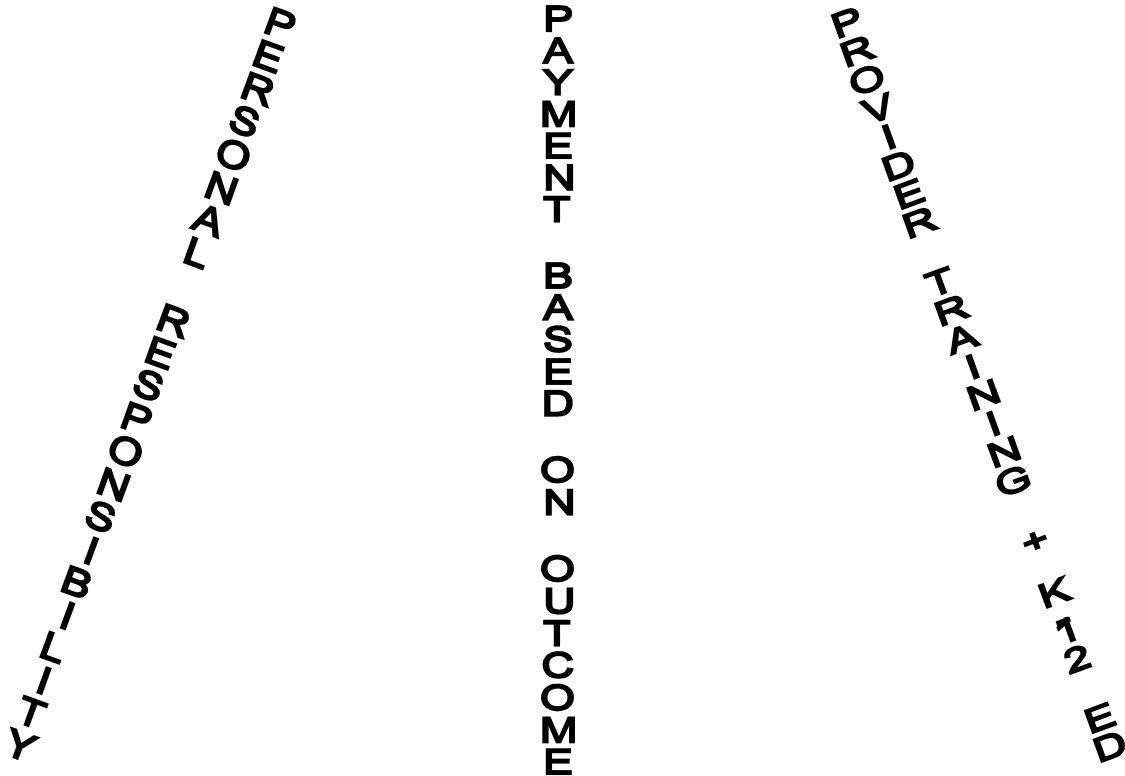


SICK CARE SYSTEM

(Healthy need not apply)

BIG PHARMA MARKETING DRUGS



Before any further people or particular insurance coverage is expanded, the foundation of the sick care system needs to be addressed. The very name of the system is a misnomer (not named correctly). You need to be sick to engage the system, healthy need not apply. What's needed rather than a sick care system is a highly functioning wellness system.

Another major cost factor is Big Pharma's (major pharmaceuticals) marketing systems that raise drug costs dramatically. To see a comparison our Canadian neighbors do not allow advertising of prescription drugs. Canadian drugs cost less. Another cost factor is their R&D that Big Pharma touts as increasing their costs, actually they purchase the rights to drugs developed by colleges and universities after they reach third stage trials and show promise. Many people think that they developed these drugs themselves but this is not the case and this is another reason for increased drug costs.

If you look at the sick care system as a stool with three legs as it supporting system, Big Pharma's marketing rings the perimeter of the system and drives more than fifty percent of the system's costs which rise annually more than any other industry in the world.

Leg 1: PERSONAL RESPONSIBILITY

Self knowledge, Life Style choices, Nutrition choices

Leg 2: PAYMENT BASED ON OUTCOME NOT SERVICE RENDERED

Utilization of FSA's and HSA's-allows self directed alternative/holistic choices

Leg 3: PROVIDER TRAINING AND K- 12 EDUCATION PROCESS

Eliminate subsidy of Big Pharma tilting all care into the "drugs only model"

The debate focus needs to change from who pays and how much to these foundational pieces not now addressed. Only then can we restart the discussion of who's covered and how the payment is made. As it is now we have the cart before the horse.

WWW.WellnessJourney.org

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Health care in the U.S. is now an out of control sector that consumes unreal amounts of money while maintaining chronic illness. Using drugs that while very expensive creates a small lifetime improvement usually 15 to 20 percent with an 8 ½ x 11 page of small type of possible side effects that are known to exist. [Many are not known as well as interactions with a second, third or more added drugs in combination] Many times possible death is listed as a side effect. Year after year over the past ten years we have experienced high double digit percent increases in costs of care while the general inflation is three percent. Remember this is a compounding increase year upon year so the growth is exponential. We have the most expensive care costs in the world that is not paid for out of pocket but usually as a job benefit. The customer has little interest in changing life style or exerting control over costs. Wellness, on the other hand, is the personal self educated journey to achieve personal well being using self knowledge for food choices - foods with nutrient value in fact eliminating chemicals, pesticides, drugs and hormones. [The present farming system consumes more chemicals than are dispensed by doctors]. It is not choosing preprocessed foods that become adulterated during growth and n processing for speed, shelf life and appearance. Instead, wellness makes connections with local organic farmers. The adage of garbage in equals garbage out applies here also. Wellness thrives on a highly functioning immune system using every readily available nutrient as well as self mega dosing well beyond the national vitamin RDS amounts. We are led to believe that the RDS amounts are adequate - they are not. These nutrients needed are not available in the foods most people consume but are available as supplements to assisting diets.

Wellness is supported with a self directed H S A - Health Savings Account self funded or by grant through the employer. It is self controlled that allows prevention to be on an equal footing with traditional treatments. Health care as we now find it disconnects costs from treatments and ignores prevention.

To now nationalize the present health care system is much like taking a very old car that constantly needs expensive repairs whose costs increase 15 to 20 percent annually and yet this system is maintaining chronic illness with a slight modification. The cost/benefit ration is completely out of balance. The medications offered by those who deliver health care in the present system are benefiting far more than the customer/patient. The drugs offered while minimally tested for the FDA provide a slight improvement and carry many debilitating side effects causing the need for further drugs with their debilitating side effects. This is a very expensive approach to personal health exhibited by the annual significant increase in costs.

Wellness through the use of H S A's and orthomolecular will cut the cost of being well by at least half or more by placing the control of health with the customer.