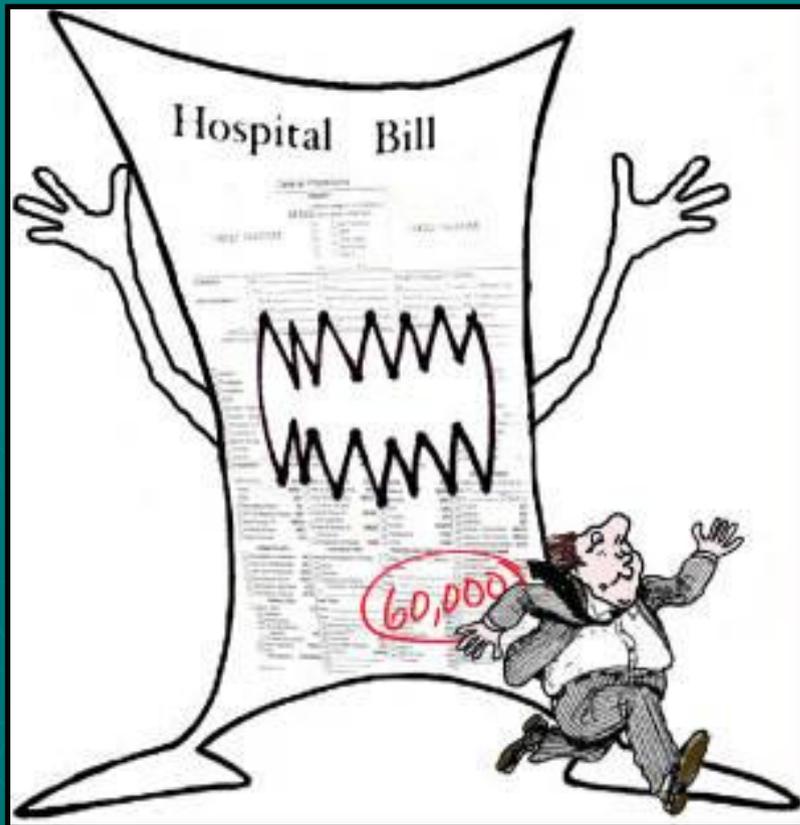




# **Back To Chiropractic Wellness & Patient Education**

# Healthy Insurance?



"We don't have a company health plan, but we do have a secretary in accounting who claims to be a faith healer."

# Pricing?



# US Income Breakdown

<b>Income</b>	<b>2010 AGI</b>
Top 1%	Over \$369,691
Top 5%	Over \$161,579
Top 10%	Over \$116,623
Top 25%	Over \$69,126
Top 50%	Over \$34,338
Bottom 50%	Under \$34,338

# US Health Care Expenditures

**\$2.5 trillion** 2009

**\$714 billion** 1990

**\$253 billion** 1980

Spending on health care was **\$8086 per person & 17.6% of the GDP, the highest of all industrialized nations!**



**Centers For Medicare & Medicaid Services, 2011**

# Per Capita Total Current Health Care Expenditures OECD Health Data, 2010



# The Uninsured



**How much do  
you pay?**

**Do you want  
to pay more \$  
out-of-pocket?**

**51 million uninsured**

**US Census Bureau, 2009**

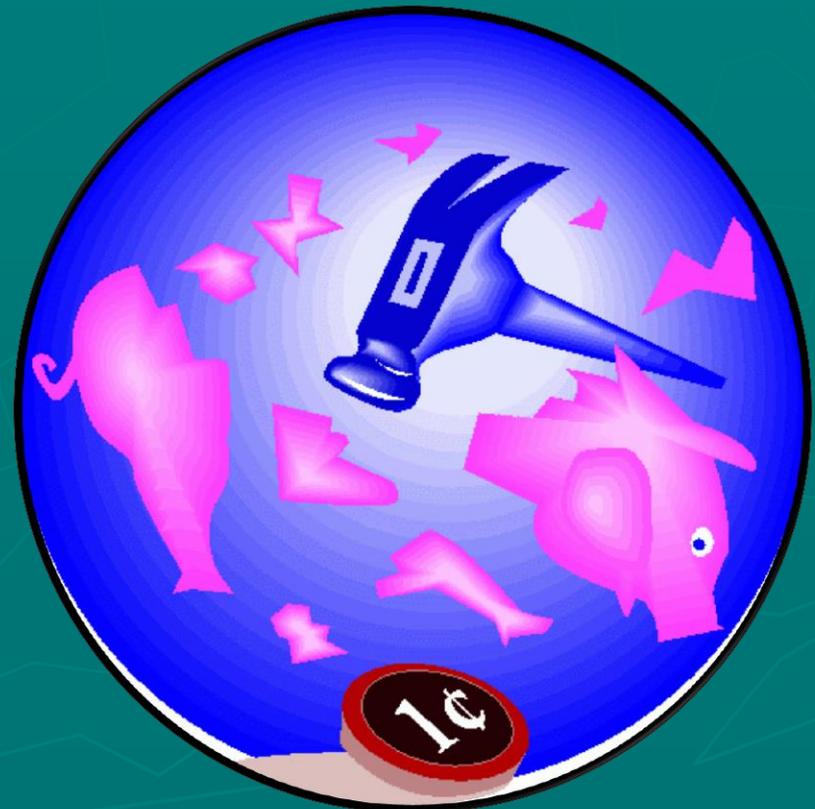
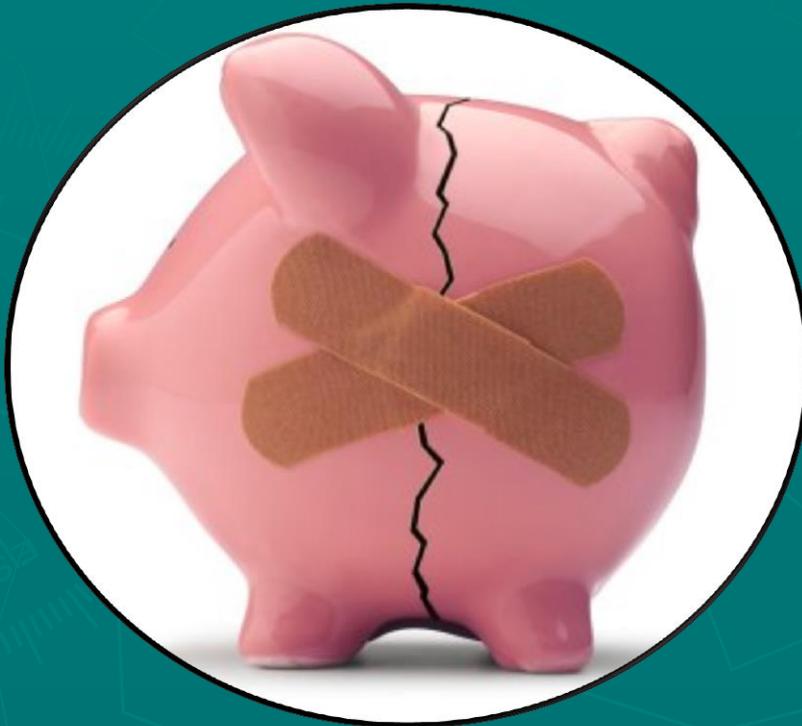
**Americans spent \$138.5  
billion in out-of-pocket  
health care expenses.**

**US Bureau of Labor Statistics, 2010**

**62% of bankruptcies in US are due to  
medical bills!**

**Every 30 seconds someone files for  
bankruptcy after a serious health problem.**

**American Journal of Medicine, 2011**



# Out Of Here?

**Surgery: \$200,000 vs \$8,000**

**Medical Tourism**

**Tom Hiland 800.466.9502**



# Public Surveys On Health Care...

- \*48% worry about health care safety
- \*50% of chronic condition pts experience a medical error



- ✳ 14% filed malpractice lawsuits
- ✳ 55% were dissatisfied with the quality of care, up from 44% just 4 yrs ago



✿ 33% who saw a printed drug ad didn't notice the small print summarizing a drug's risks & side-effects

✿ Of those who did notice the print, only 33% said they read it



**An Average American Watches  
16 Hours Of Drug Ads A Year!**

**1,920 ads per year**

## Drug Ads & FDA Guidelines

- 18% were compliant with FDA guidelines
- 58% did not quantify serious risks
- 48% lacked verifiable references
- 29% failed to present adequate efficacy

Public Library of Science, 2011





**43%** believe  
only drugs that are  
"completely safe"  
can be advertised!

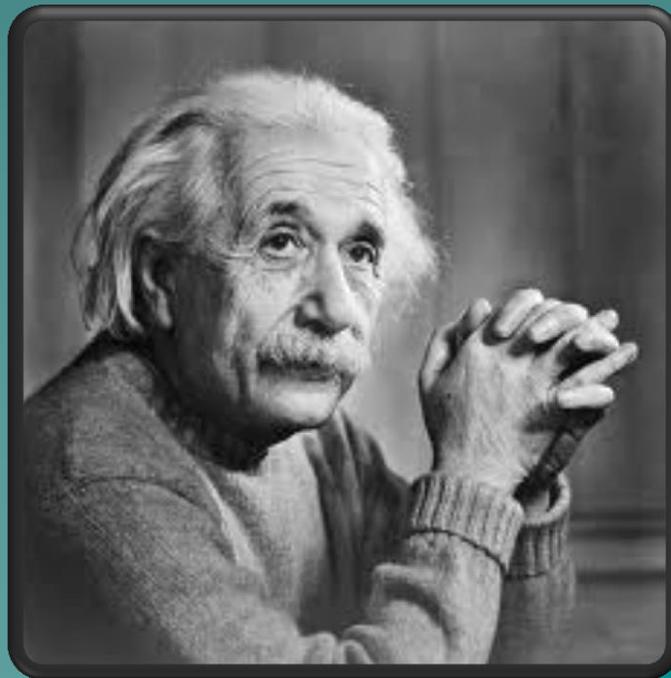
**American Association of  
Retired Persons**



**46%** would be  
**"disappointed"**  
if their doctor turned  
down the pt's request for  
an advertised drug

**15%** said they would  
consider switching  
physicians!

**Be Smart...** Never tell a patient to get off a prescription medication, just provide information for them. Always consult with a physician or resource to see if there is an interaction effect with any drug, vitamin, mineral, herb, food, lifestyle or condition.



# Prevention In A Pill?



# **US Consumed By Drugs**

**Americans make up 5% of the world's population but consume 50% of all prescription drugs.**

**The global pharmaceutical market grew to \$880 billion in 2011 at a compound annual growth rate of 5-7%.**

**IMS Health, 2011**

# Drug Expenditure Per Capita

**1. US \$956**

**2. Canada \$744**

**OECD Health Data, Nov 2011**



# Now That's Excessive!

**The New England Journal of Medicine defines excessive medication as more than 1,000 pills in a lifetime or more than 365 in a year!**



# Takin' Drugs?

48% of Americans took at least one prescription drug in the past month, 31% took 2 or more

11% took 5 or more

CDC, 2010

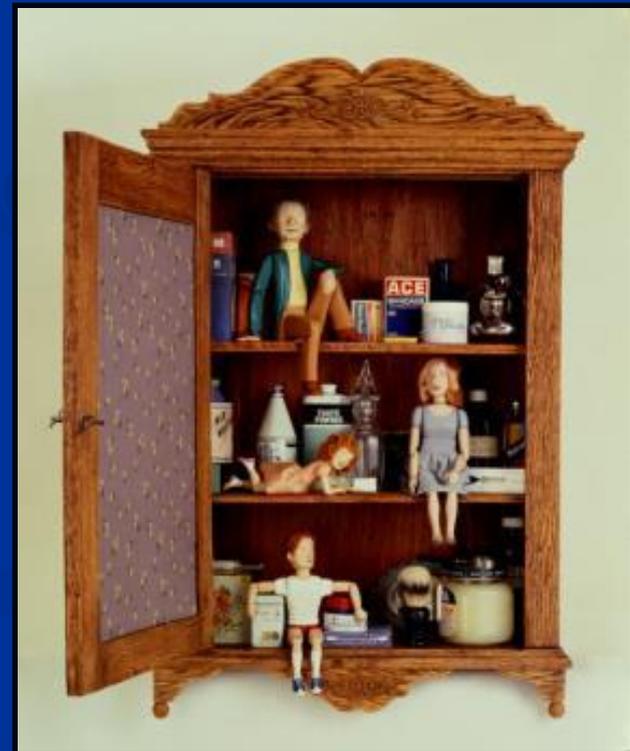
25% of US children are taking a prescription drug for a chronic condition!



# Retail Prescriptions

- **Total = 3.5 billion**
- **Sales = \$307.4 billion**
- **per capita = 11.8**

IMS Health, 2011



**Spending...**

**Drug companies spent**

**\$57.5 billion**

**on marketing,**

**dwarfing the**

**\$31.5 billion**

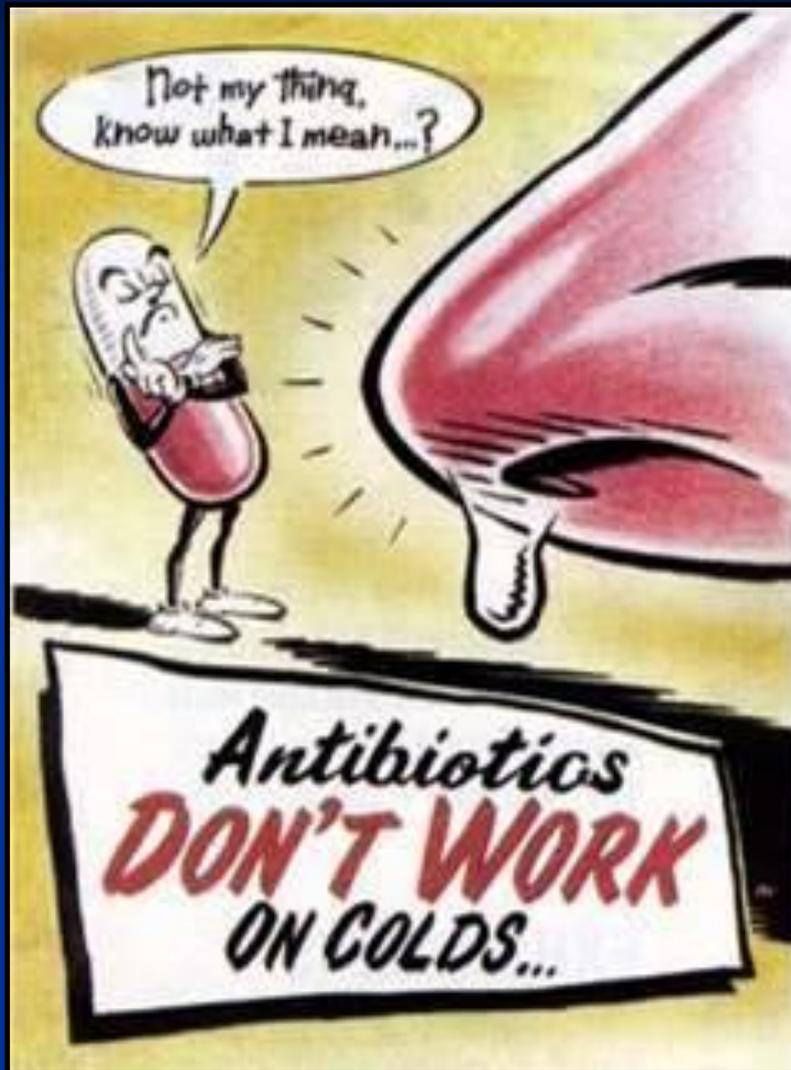
**devoted to research!**

**The Cost of Pushing Pills, 2008**

# Big Pharma CEO's

1. Bill Weldon - J&J	\$28.7M
2. Daniel Vasella - Novartis	\$27.0M
3. Miles White - Abbott	\$25.6M
4. Jeffrey Kindler - Pfizer	\$24.7M
5. Richard Clark - Merck	\$24.6M
6. Robert Coury - Mylan	\$22.9M
7. Kevin Sharer - Amgen	\$21.1M
8. James Mullen - Biogen Idec	\$20.0M
9. John Lechleiter - Eli Lilly	\$16.5M
10. John Martin - Gilead Sciences	\$14.2M

**Fiercepharma, 2011**



Spending on  
antibiotics among  
kids ↑ 42%

CDC

MDs are supposed  
to be discouraging  
antibiotics?

# **Antibiotics Prescriptions!**

**New research finds high rates of unnecessary prescribing of antibiotics for sore throats and bronchitis across the US. This is despite the fact that for decades, the CDC and other bodies have been pushing to reduce inappropriate prescribing of antibiotics. Antibiotics are used to treat, and prevent, infections caused by bacteria. They don't work against viruses, and in fact, taking antibiotics for viral infections can do more harm than good.**

## **Antibiotics Prescriptions!**

**While only 10% of adults with a sore throat have strep, the only common cause of sore throat that needs antibiotics, the US national prescribing rate of antibiotics for adults with sore throat has stayed at 60%. For acute bronchitis the prescribing rate for the correct antibiotic should be near 0%, yet the national antibiotic prescribing rate is 73%.**

**JAMA, October 2013.**



If drugs are the solution why do US consumers need more every year?

Are we addicted?



Why do chiropractic patients need to keep coming back?

# 50% of chronic headaches are attributed to medication overuse!

Neurology



**There are no  
side effects of  
pharmaceutical  
drugs,  
only unwanted  
direct effects.**

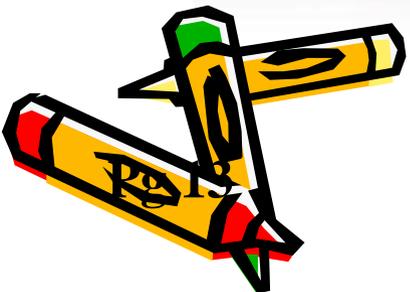
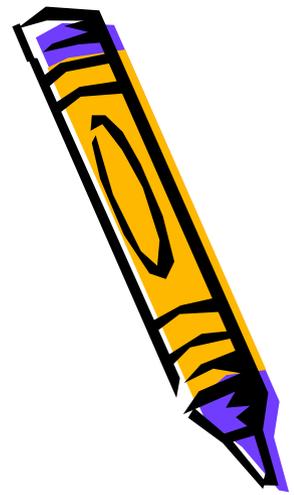


*"I stopped taking the medicine because I prefer  
the original disease to the side effects."*



**Health is a process,  
not an event.**

**Marcus Strutz, DC**



# Daily Aspirin Therapy

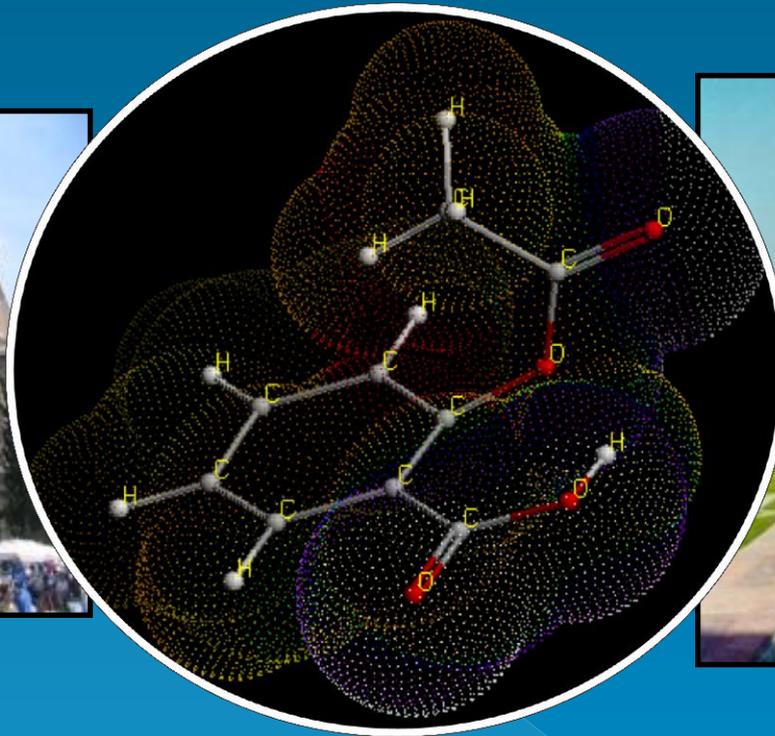


**Americans  
consume more  
than 80 million  
aspirin tablets  
per day!  
16,000 tons of  
aspirin tablets a  
year!**

**Do You Take Aspirin Daily?**  
**Every DC I have ever met does not take**  
**aspirin for heart health!**  
**Talk this way for all chiropractic ideals.**



# Aspirin: The 8th Wonder of The World?



**Roman Coliseum, Taj Mahal & aspirin?**

**74% of American's believe aspirin should be one of the 8 Wonders of the World!**

**PR Newswire, August 2007**

**In 1988 researchers found taking aspirin daily could ↓ heart attacks by 50%, (later adjusted to 32%), & that men suffered more strokes.**

**Due to this "side effect" (plus a limited study group) researchers warned NOT to take aspirin to prevent heart disease.**

**A day after it was published in JAMA, aspirin makers (who were given advance notice of the publication) flooded the media with press releases saying "an aspirin a day" could prevent heart attacks.**

For over 20yrs people have taken aspirin thinking they were protecting their heart.

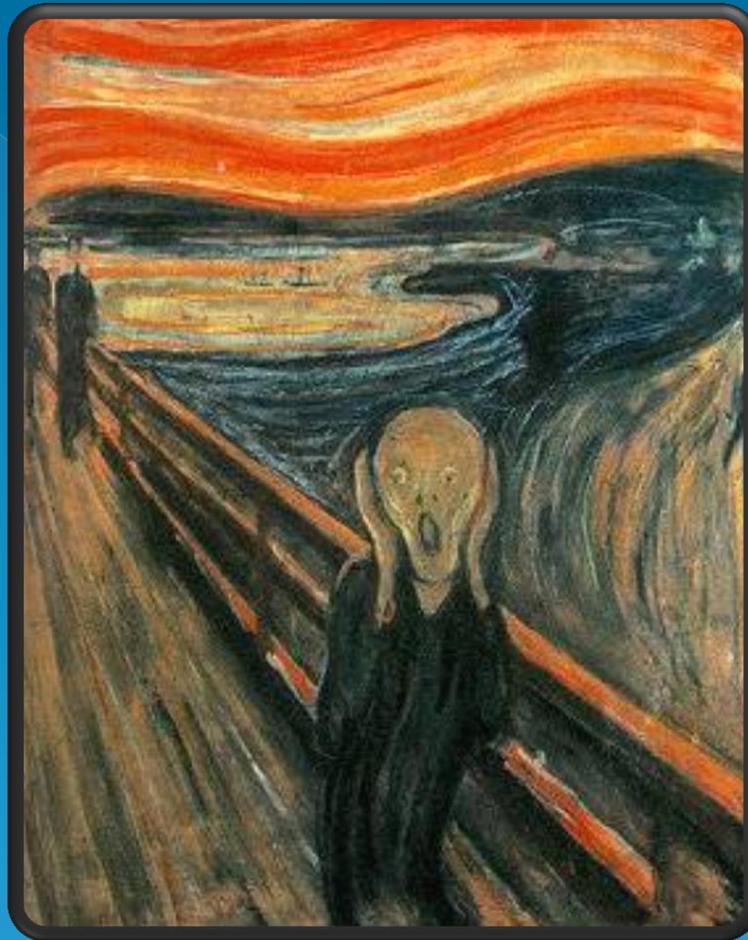
Doctors still believe it & continue to prescribe aspirin to prevent heart attacks.

“The routine use of aspirin for the primary prevention of vascular events in people with asymptomatic disease cannot be supported.”

**JAMA, 2010**



**Please find dosage & side effects of: aspirin,  
acetaminophen, naproxen & ibuprofen**



**[backtochiropractic.net](http://backtochiropractic.net)**

**Free Materials**

# Ulcers



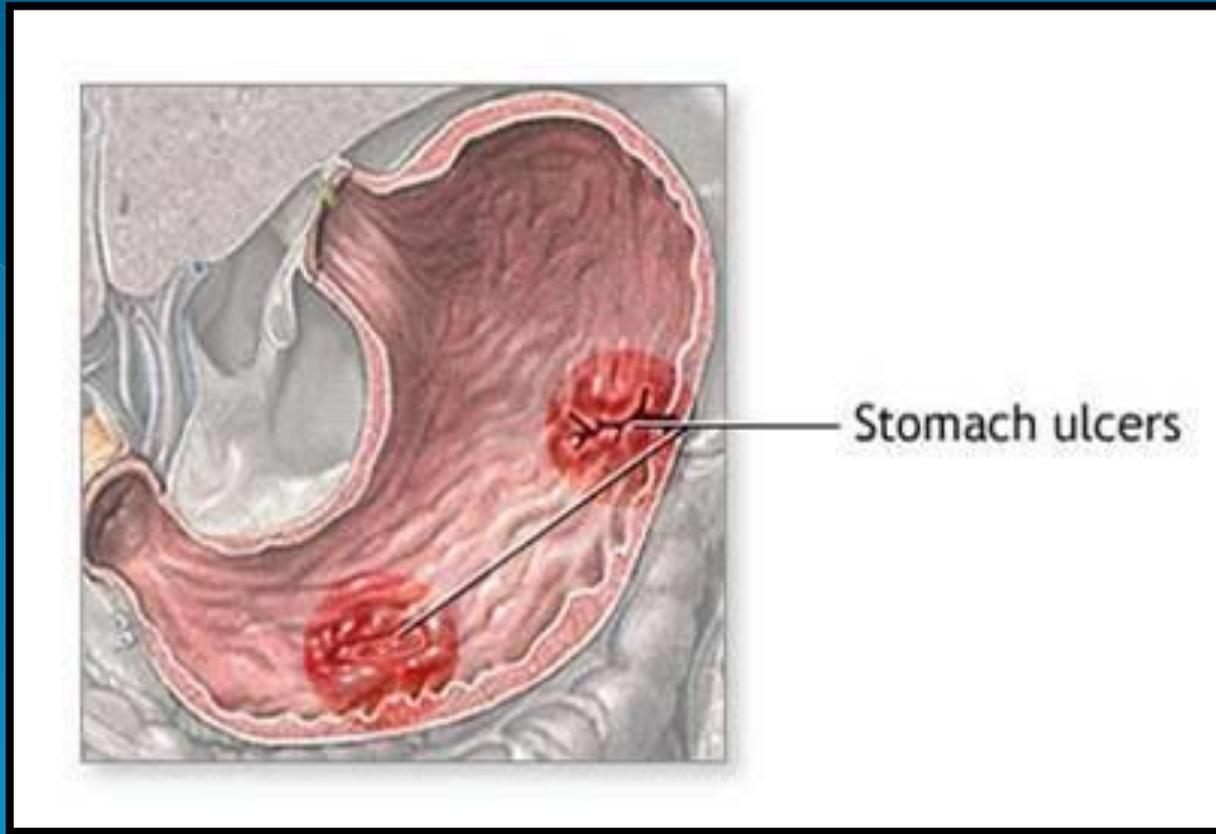
- Peptic ulcers affect 5 million Americans per year
  - 60% of pts with bleeding/perforation have no history of prior symptoms
  - **50% of pts with NSAID ulcers are asymptomatic**
- CDC, 2005

**Aspirin in low doses  
(75-325 mg/day) is commonly  
used as secondary prophylaxis  
after cardiovascular  
thrombotic events.**

**Its' value for primary  
prophylaxis is unclear because  
of ↑ risk for GI bleeding.**

**Journal Watch Gastroenterology  
Nov 2011**



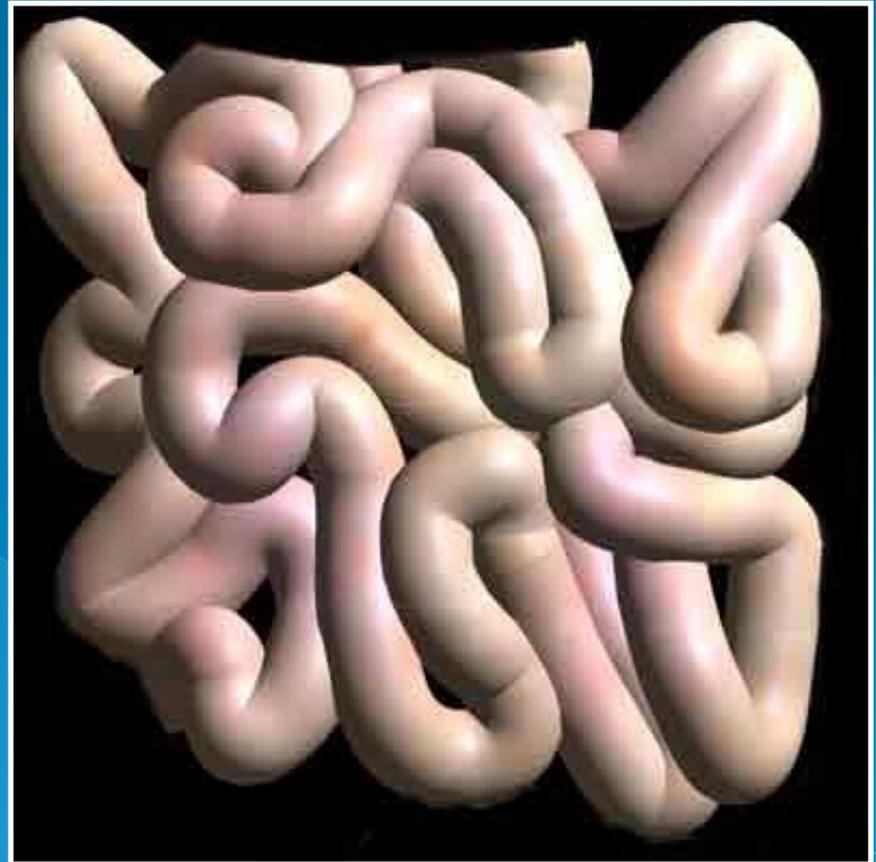


**35% of NSAID & aspirin users  
will get GI ulcers!**

**Journal of Clinical Gastroenterology,  
May 2002**

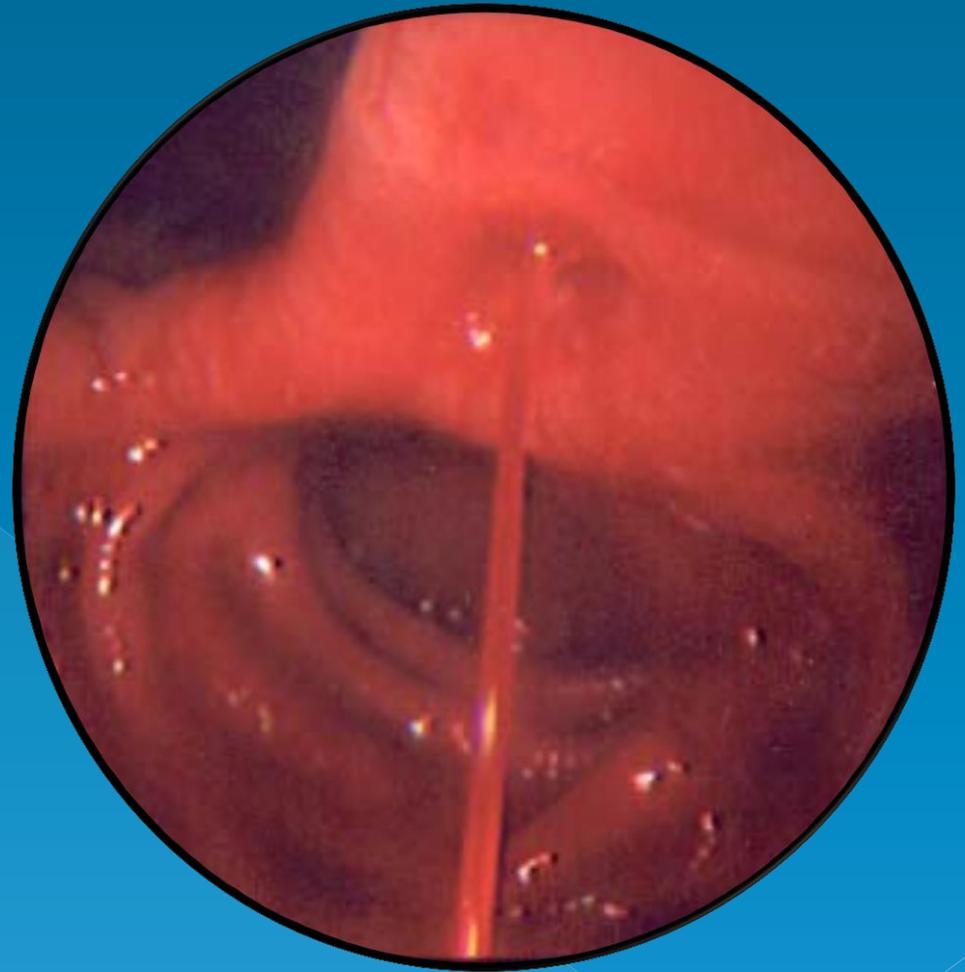
**50% of pts taking  
NSAIDs have  
sustained damage  
to their small  
intestine.**

**Journal of Gastroenterology,  
2009**



**20% of pts with  
massive GI  
tract bleeding  
were taking  
aspirin  
regularly!**

**World Journal of Surgery,  
May 2002**

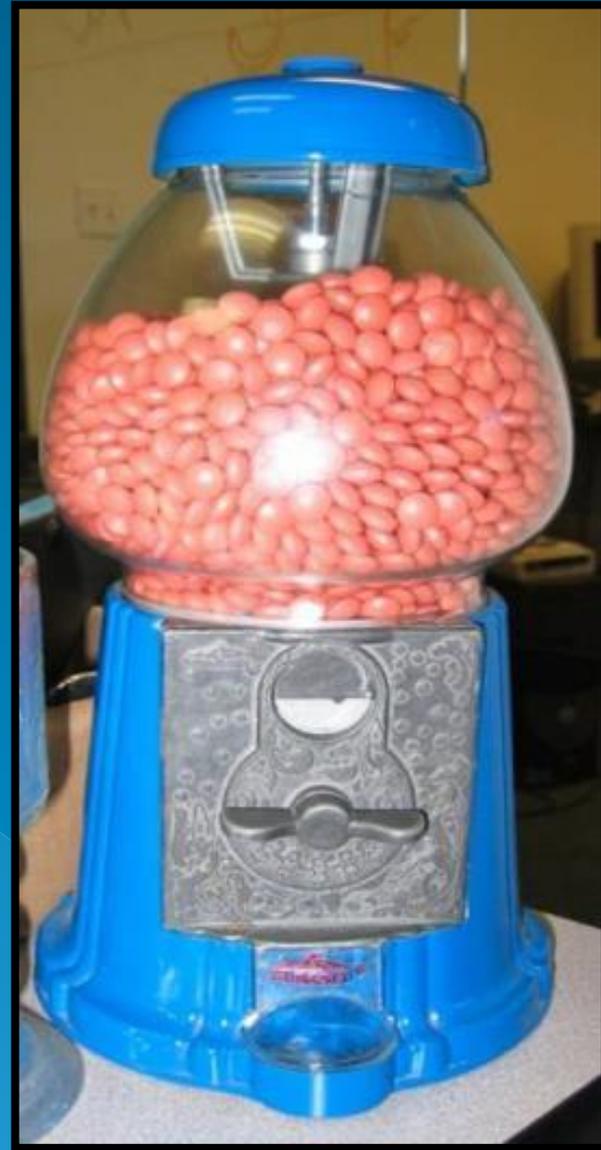


# Ibuprofen

Taking it every day for  
at least 5 yrs ↑ chance  
of developing breast  
cancer by 50%!

Journal of the National  
Cancer Institute, 2005

**The 1<sup>st</sup> 3 Days!**



Ibuprofen anyone?

# NSAIDS & GI Tract?



**100,000 hospitalizations due to GI complications & 17,000 deaths**  
**\$2 billion in annual healthcare costs**

**Therapeutics & Clinical Risk Management, 2009**

**“There is an increased mortality & cardiovascular morbidity associated with NSAIDs in chronic heart failure.”**

**Archives Internal Medicine, 2009**

## Ulcers

### Nutrition:

L-Glutamine > heals ulcers (500 mg/day)

Pectin > create soothing protective coat in intestines

Vitamin E > antioxidant ↓ stomach acid & pain, promotes healing (400-800 IU/day)

Acidophilus > provides flora for small intestine (2-3 capsules 1-3x/day)

### Herbs:

Alfalfa > Vitamin K source

Aloe vera juice > pain relief & healing (4oz/day)

Bupleurum, angelica & licorice root in combo > good for treating ulcers

Cat's Claw > cleansing & healing to tract (not if pregnant)

Garlic > antimicrobial

Kava kava & St. John's Wort > calming & ↓ stress

Deglycyrrhizinated licorice (DGL) > promotes healing as well as Tagamet & Zantac  
(750-1500mg 2-3x/day)

### Foods:

Drink large glass of water for immediate relief

Dark green leafy vegetables > Vitamin K

No coffee, alcohol or carbonated drinks

Drink cabbage juice

With severe symptoms eat soft foods

Barley, wheat & alfalfa juice > potent anti-ulcer

Avoid cow's milk, fried foods, animal fats

Avoid salt & sugar

Allow hot drinks to cool

### General advice:

Chew food thoroughly

No smoking

Avoid NSAID's, aspirin & ibuprofen

Avoid stress

Colon cleanse



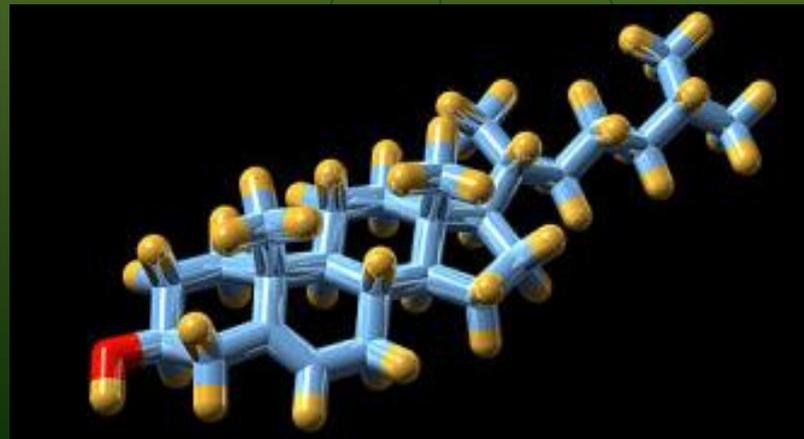
[backtochiropractic.net](http://backtochiropractic.net)

Free Materials

# Using Guidelines to Push More Drugs?

“New” cholesterol guidelines more than double those eligible for lipid-lowering drugs.

<u>Guidelines</u>	<u>Old</u>	<u>New</u>
Total	15.0 mil	36.0 mil
Under 65	10.8 mil	26.3 mil
Over 65	4.2 mil	9.7 mil



# Public Trials?

**Drug Trials may exclude:**

- 1. Elderly pts**
- 2. Young pts**
- 3. Ill pts**
- 4. Pts taking other meds**



**Drugs tested in a few thousand are given to millions in the first years of marketing.**

# Off-label Prescribing...

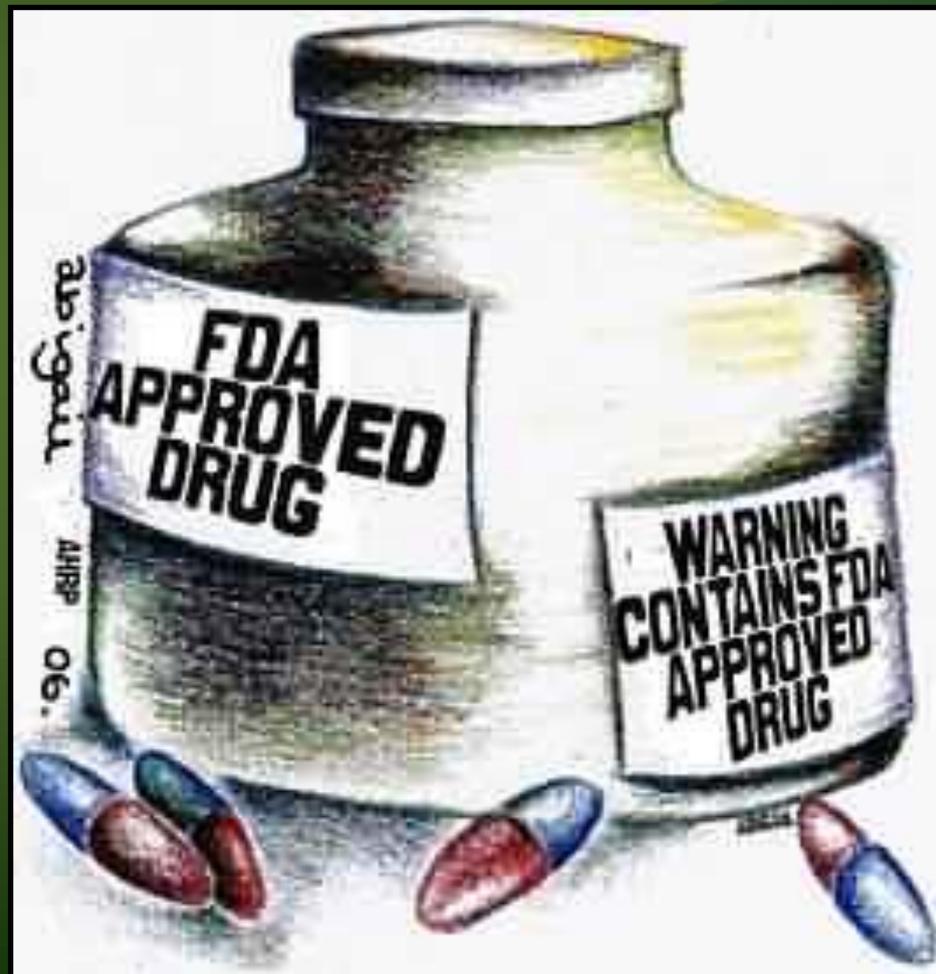
when doctors write prescriptions for uses other than those approved by the FDA

- ✱ 20% of prescriptions written in US ~173 million a year~ are for unapproved or unproven uses
- ✱ 8,000-80,000 people suffer serious ADR
- ✱ 73% of these scripts “had little or no scientific support”

Archives of Internal Medicine, May 2006



**No law in any state requires a MD to inform the pt that a drug is being prescribed for off-label use.**



# Prescription Drug User Fee Act 1992

FDA gets paid by drug companies to hire MDs to review new drugs to speed up the process.

The FDA is mandated to ignore costs & the Centers for Medicare & Medicaid are mandated to pay for drugs & forbidden to negotiate cost.

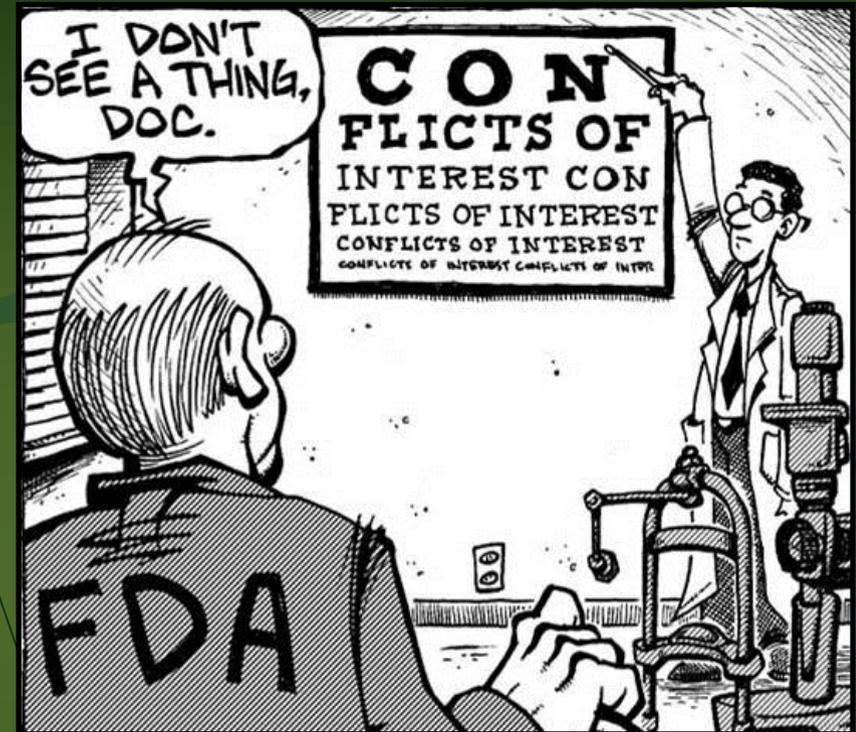
*Journal of the National Cancer Institute, 2009*



# FDA Scientists?

\* 24% agree a 6-month time schedule provides enough time to "conduct an in-depth, scientific review" of priority drug submissions

\* 64% are "mostly" or "completely" confident that FDA's final decisions "adequately assess the safety of a drug"



## Doctors responses to side effects:

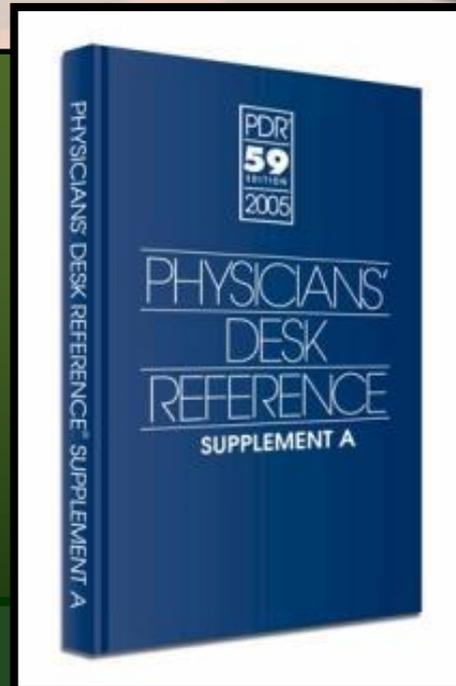
- ☹ 47% dismissed muscle or cognitive problems as not related
- ☹ 32% denied a connection with the symptoms
- ☹ Many blamed the “aging process” or denied the symptoms entirely
- ☹ Side effects are underreported by 90-99%, according to a Harvard Medical School expert & the FDA relies on reports to gauge a drug’s safety



**Drug Safety, August 2007**

# PDR & The System

Researchers at Harvard found 50% of newly discovered serious ADRs are detected & documented in the PDR within 7 yrs after the drug's approval.



**26 volumes of the PDR  
(1975-2000) were examined  
to determine how many drugs  
have new serious ADRs that  
were not known when the  
drug was released.**

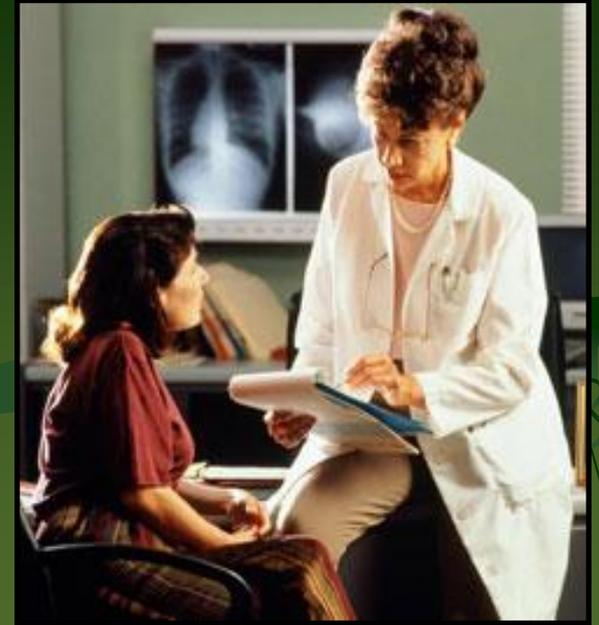
**“Black box warnings”  
or withdrawal from the  
market over the 25 yrs  
was 20%.**

**JAMA, May 2002**



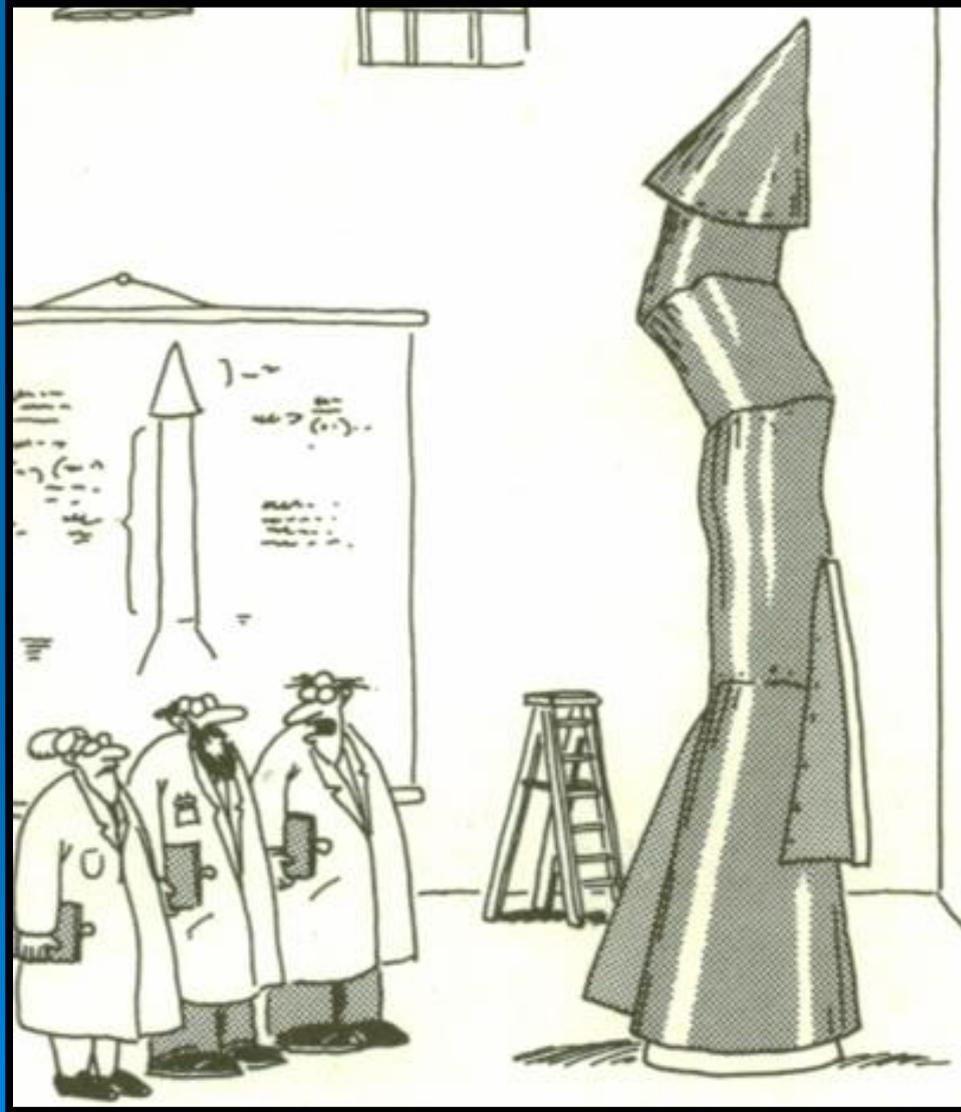
# Things to Tell Patients

- \* There are no "safe" drugs, every drug has side-effects, sometimes death
- \* With every pill, there is risk
- \* The more pills, the more risk
- \* Taking drugs in combo multiplies the risks
- \* Try preventing illness & maintaining health
- \* Once ill there are often non-drug methods to regain your health



**WebMD.com**

# Medical Errors: The Untold Numbers



“It’s time we  
face reality,  
my friends.  
We’re not  
exactly rocket  
scientists.”



# Children On Meds?

56% of children have taken at least one med during the preceding week, with 26% using two or more meds & 20% using a prescription drug.

National Center for Health Statistics, 2007



# Medical Errors: Children

Drugs are prescribed to children in 70% of outpatient visits.

75% of drugs given to children have not undergone pediatric testing.

586,000 visits per year for ADEs!

**American Academy of Pediatrics, 2007**



# Medical Errors: Children

**70,000 children hospitalized in the US each year experience an adverse event & 60% of these errors may be preventable!**

**Feinberg School of Medicine Chicago, 2005**



**Drugging Kids**  
**219 medicines**  
**are in**  
**development for**  
**children!**

**Pharmaceutical Research &  
Manufacturers of America,  
2010**



**2.7 million hospital stays & ER visits  
due to adverse drug reactions!**

**American Medical News, 2011**



# **\*Medical Errors!**

**Imagine 6 jumbo jets with 360 people aboard  
crashing every day!**

**783,936 per year**

**That's the equivalent of 2,190 jumbo jets  
crashing each year due to medical errors!**

**Death by Medicine, Dr Gary Null**



**\*HMOs spend  
more treating  
ADRs than on the  
actual drugs!**

**ADRs are #1 in  
cost of malpractice  
payouts!**

**Employee Benefit Research  
Institute Centers for  
Medicare/Medicaid, 2007**



# Alarming!

US spends \$282 billion a year on deaths due to medical mistakes!

**Death by Medicine, Dr Gary Null**



- ✳ 2,216,000 serious ADRs in hospitalized pts
- ✳ 76.3 million prescriptions (\$1.9 billion) used to resolve drug failures
- ✳ 7.5 million unnecessary procedures

**JAMA, 1998**

# Sleep-Impaired Docs?

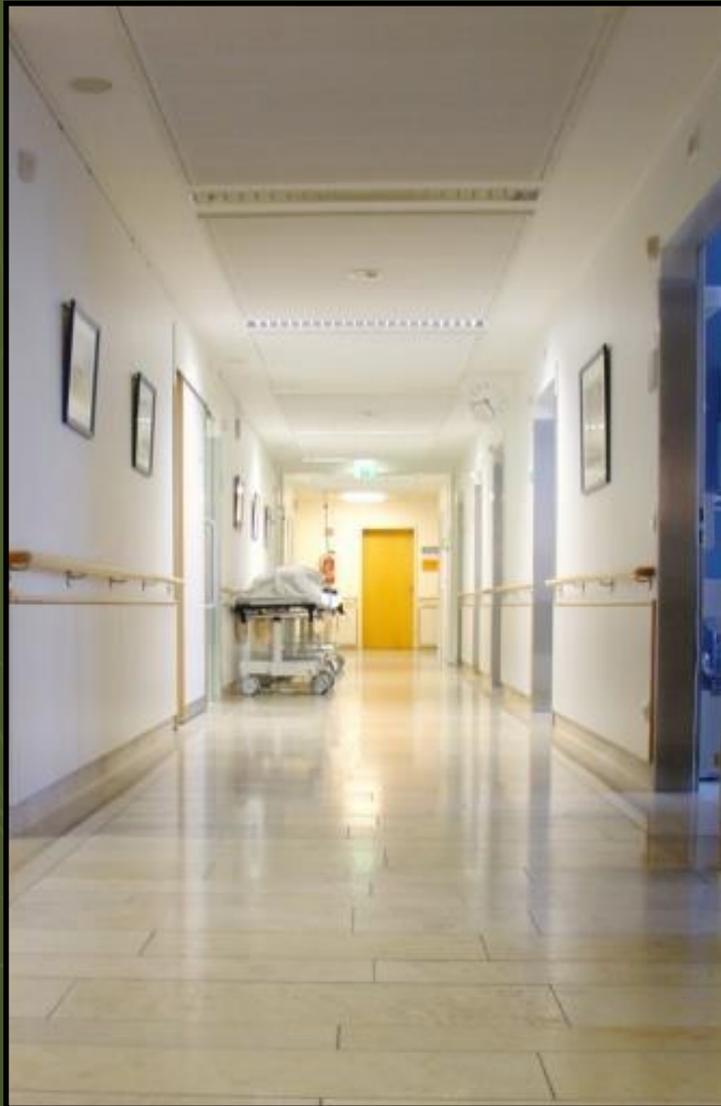
Hospital interns typically work  
**30hr shifts & > 80hrs per wk.**



The Accreditation Council for Graduate  
Medical Education mandated that interns  
work no more than 80hrs per wk but little  
has been done to enforce this.

Docs make **> 5x** as many serious  
misdiagnoses & **36%** more serious mistakes  
than if properly rested.

**NEJM**



**Unnecessary hospitalization:  
8.9 million/yr  
Only 5-20% of iatrogenic  
acts are reported!**

**Death by Medicine, 2004**

**Hospital-acquired infections  
affect 2 million pts each year  
& 100,000 die **every** year!**

**American Journal of Medical Quality,  
2006**

# Annual Mortality & Economic Cost of Medical Intervention

Condition	Deaths	Cost
ADRs/Medical error	420,000	\$200 billion
Bedsore	115,000	\$55 billion
Infection	88,000	\$5 billion
Malnutrition	108,800	-----
Outpatients	199,000	\$77 billion
Unnecessary Procedures	37,136	\$122 billion
Surgery-Related	32,000	\$9 billion
<b>Total</b>	<b>999,936</b>	<b>\$468 billion</b>

**Death by Medicine**

# \*American Medical System: #1 cause of death?

1. Iatrogenic 999,936
2. Heart disease 598,607
3. Cancer 568,668



## War

## Deaths

## Cost

Revolutionary	4,435	\$101,100,000
Civil War	558,052	\$5,183,000,000
World War I	116,708	\$18,676,000,000
World War II	407,316	\$262,259,000,000
Korean	33,651	\$67,386,000,000
Vietnam	58,168	\$150,000,000,000
<b>Medicine*</b>	<b>999,936</b>	<b>\$468,000,000,000</b>

**\*Per Year**



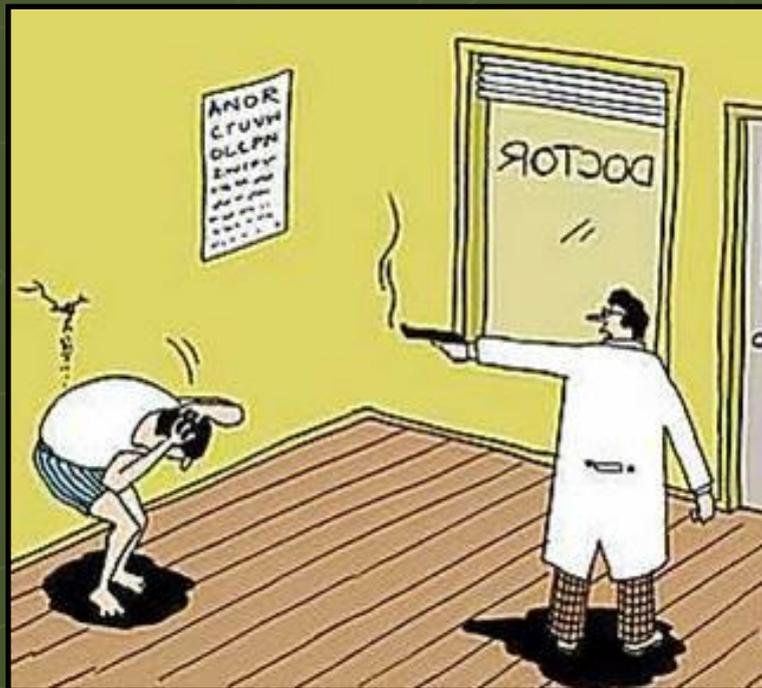
## Doctors

## Gun Owners

Number	700,000	80,000,000
Acc Death Caused	120,000	1,500
Acc Death per	17.1%	.00188%

**MD's are statistically 9,000x more dangerous than gun owners!**

**US Dept of Health & Human Services**



**Your reflexes  
are fine!**

# Hospital Scam:

**Millions in unnecessary health services**

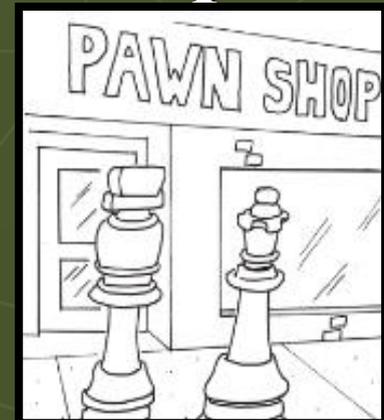
Homeless people posed as pts & received a clean bed & cash. Hospitals got a full pt-load & a government paycheck.

LA Hospital CEO was arrested after federal agents raided 3 medical centers.

The city attorney office sued the hospitals: “they used homeless people as human pawns”.



**USA Today, Aug 2008**



# What's Up Doc?

## Survey of 2,500 doctors in regards to professional accountability:

- \* 42% would tell pt if a medical error occurred
- \* 56% would mention the adverse pt, but not a specific error
- \* 63% said they would opt **NOT** to provide info about preventing future errors

**Archives of Internal Medicine**



# Activity #8 Clear The Hurdles!

Pts won't respond if hurdles are present. When a hurdle arises, and the DC doesn't clear the hurdle, the pt won't begin or continue care. If the pt perceives chiropractic care as expensive and time consuming and the DC can't offer financial options and run on time, the pt will be lost. Most DCs fail to address hurdles because they fear confrontation.

**This must be overcome.**



**Despite  
everything  
life is good!**

**Anne Frank  
1929-1945**



**Please Find 508 Fun Facts & Quotes**

[backtochiropractic.net](http://backtochiropractic.net)

**Free Materials**

**Thanks So Much For Being Here Today!**



**Hope To See You Soon**  
***Back To Chiropractic CE Seminars!***  
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