Brave New Medicine

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HOMELAND SECURITY

SIERRA MADRE MOUNTAINS, MEXICO — Geronimo photographed before surrender to General Crook, March 27, 1886, Callen da los Encinos (photo by C.S. Fly)

GERONIMO: “I was a chief and never had been, but because I had been more deeply wronged than others, this honor was conferred upon me, and [I] resolved to prove worthy of the Great

RIFLES: (l-r) Winchester 1873 carbine, Winchester 1873 carbine, 45-70 Trapdoor Springfield carbine and 45-70 Trapdoor Springfield

APACHE WARRIORS: (l-r) Yencoba, Chappo (Geronimo’s son); Fren [Yencoba’s half brother], Geronimo

FIGHTING TERRORISM SINCE 1492
Physician Heal Thyself!

- Meaningless (-ful) Use
- PQRS
- ICD-10
- HIPAA
- Prior Authorization
- Increased Third Party scrutiny
- MOC
OBJECTIVE
Primary Care vs Specialists

- Median income $220,000 PCP
- Median income invasive cardiology $560,000
Military/Medical Industrial Complex
Highly Interventional MIC
## Volume Trends for Select Cardiovascular Interventions

*Medicare Fee-for-Service Procedures,¹ 2005-2013*

<table>
<thead>
<tr>
<th>Intervention</th>
<th>2005</th>
<th>2013</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coronary Artery Endovascular Revascularization</td>
<td>464,567</td>
<td>323,406</td>
<td>-30%</td>
</tr>
<tr>
<td>Peripheral Artery Endovascular Revascularization</td>
<td>302,333</td>
<td>358,168</td>
<td>18%</td>
</tr>
<tr>
<td>Peripheral Vein Revascularization</td>
<td>187,032</td>
<td>323,380</td>
<td>73%</td>
</tr>
<tr>
<td>Vein Ablation</td>
<td>24,999</td>
<td>171,585</td>
<td>586%</td>
</tr>
<tr>
<td>Lower Extremity Bypass</td>
<td>88,548</td>
<td>46,734</td>
<td>-47%</td>
</tr>
<tr>
<td>Lower Extremity Amputation (All Cases)</td>
<td>124,558</td>
<td>113,797</td>
<td>-9%</td>
</tr>
<tr>
<td>Major Lower Extremity Amputation (Above and Below Knee)</td>
<td>54,778</td>
<td>38,166</td>
<td>-30%</td>
</tr>
</tbody>
</table>

¹ Volume represents count of procedures. Count of patients is typically lower than the count of procedures.
Less Medicine, Better Health
Overdosed America
Most Drugs Do Not Work For Most People
Addiction
Websites

• www.worstpills.org

• www.ti.ubc.ca

• Blogs.wsj.com/pharmalot
Pill for Every Ill

- Cymbalta
- Lyrica
- Ambien
- Oxycontin
- Klonapin
- Abilify
- Neurontin
- Etc., etc.
Antibiotics
“I can’t exercise it hurts too much”

- Helpful
- No adverse effects
Drug Induced “Euboxia”

- BP 110/65
- Total Cholesterol 110
- LDL 65
- Triglycerides 85
- FBS 100
- Hgb A1C 6.5
- O2 Sat. 91%
- BMI 42
Ooops!

- Actos
- Insulin
- Lovasa
- Crestor
- Lisinopril
- Cardizem
- Lopressor
- ASA
- C-PAP
- Amigo
Another Approach
Passive and Receptive
Zzzzzzzzzzzzzzzz
Natural Sleep Aids

“What fits your busy schedule better, exercising one hour a day or being dead 24 hours a day?”
What’s Missing?
Hospitals
Doctor’s Offices
End of Life

I will fool them... all of them, any of them!
Primary Care Solution
Restructure

• Unload Administrative Burden/Paperwork

• “Less Medicine, Better Health”

• Advocacy

• End of Life Care
Practice Options
Workers of the World Unite!
Scary!!!!!!!!

“I am from the private health insurance company and I am here to help you”

“The private health insurance companies are not the solution, the private health insurance companies are the PROBLEM!”
The elephant in the room
Physician Heal Thyself !