The Impact of Pharmaceutical and Insurance Companies on the Medical Industry

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An Interview with E-JUVEN 8 Founder William D. Scala

Question: I’ve noticed that sick patients are experiencing more and more complications as they try to find legitimate solutions to their medical complaints. Why do so many people get bounced around now to numerous different kinds of doctors who call themselves “specialists”?

Scala: Your concern is very valid. Many of the people that come through the E-JUVEN 8 program say they have been to as many as five different physicians while looking for relief for one ailment, and still haven’t been cured.

As I discuss a new client’s medical history with him, I’m usually told that each specialist he saw before coming to me spent no more than ten minutes with him. All the specialists examining this person came to different conclusions, and recommended different treatments and medications. None of the doctors talked to each other about their mutual patient to share findings and combine their specialized skills to determine the real root cause of the person’s illness or condition.

In other words, today’s medicine divides the human body into compartments and assigns a different kind of doctor to each compartment. But it’s in this compartmentalization that medicine breaks down, and creates dilemmas for patients. The problem is that the human body is designed as one complex creation made up of a vast number of interrelated parts and systems that work together in harmony. A change in any one of these parts or systems sets off a chain reaction that affects all the rest.

When a doctor uses medicine to alter one area of the human body, but doesn’t consider how that change impacts the rest of the body, the internal workings can become unbalanced, and health can be further impaired. The E-JUVEN 8 program has numerous advantages over conventional medicine, but none is more important than its ability to make the complex parts of the human body work together in concert ... like a single orchestra made up of many different well-tuned instruments all playing one symphony.

I’d like to stress, though, that our goal isn’t to outdo conventional medicine. We don’t want to be its competitor. We are eagerly educating both physicians and their patients so that they can all work together to find the right answers to health problems. The E-JUVEN 8 team scans the horizon for the latest research from the best labs in the nation. And then we share what we have learned, so that our information can benefit as many people as possible. We consider ourselves teachers. We write educational materials for all the new and emerging markets.
Question: What you said about the body being one creation of many interconnected systems makes a lot of sense. Why, then, has the medical industry subdivided itself into areas of specialization?

Scala: Probably for the sake of expediency - so that a doctor can focus quickly on a certain part of human anatomy or human health, rather than spreading his attention across the complexities of the entire body and the wide range of illnesses. This approach to medicine has been forced into being by the stronghold of the pharmaceutical and insurance companies on medical training and practice over the last sixty years. The medical industry has totally altered during that period – often in detrimental ways.

The emphasis of medical schools, for example, has changed dramatically, because pharmaceutical companies have seized enormous control over physician training by funding the institutions. While it’s true that students do study anatomy and physiology in medical school, they are also taught – in essence - to practice pharmacology when they get out.

Question: Explain the differences between the two approaches.

Scala: In medical school, students still learn how the body really works. They study how all the internal systems – cardiovascular, muscular, skeletal, etc. – work together. They study the impact of nutrition on the body, and how changes in diet can make people well.

This is all excellent information that would be so useful to a physician trying to uncover and cure an illness. It’s the kind of information doctors once relied on as they honed their skills of observation, physical examination, and deductive reasoning. These skills used to be considered a doctor’s most essential diagnostic tools, and excellent doctors used these powers very well.

While medical schools do continue to teach this information – which is at the heart of a doctor’s understanding of his patients’ illnesses – pharmaceutical companies now also drive the institutions to teach an alternate form of treating patients’ complaints. Instead of encouraging a medical student to rely on his knowledge, observation, and reasoning to search for and cure the cause of a sick person’s complaints, this alternative curriculum that’s driven by pharmaceutical companies teaches students to focus only on the symptoms of illness and then to use prescription drugs to make those symptoms disappear. The manufacturers of these drugs promote this teaching, so that doctors will prescribe their products to patients.

Question: It’s not a pretty picture, but you’re saying that medical schools are being used largely to promote the business of pharmaceutical companies, not use all the possible methods of making a patient well.

Scala: To the detriment of patients, this is true. Pharmaceuticals often don’t cure the illnesses that caused the symptoms. They just eliminate these symptoms - the body’s warning signs that something is wrong. While still in medical school, the students’
diagnostic skills are cut short and replaced by a quick reliance on drugs, outdated and narrowly interpreted laboratory tests, and numerical lists of diagnoses which insurance plans have agreed to cover.

Many doctors emerge from medical school hesitant to use their broad and thorough knowledge of the human body as their best means of finding and eliminating the real causes of illness. Biased by their training, they take the path of least resistance ... the quick prescribing of drugs that mask symptoms. They are willing to limit the depth and breadth with which they examine, test, and treat their patients. In lieu of thoroughness, they provide a quick cover-up of illness with these symptom-masking drugs. And, of course, the side effects of the drugs create new problems that can devastate the body.

For many years, I was a paramedic responding to emergency calls about heart attack victims. I always spent at least forty-five minutes with each patient, collecting a history of his medication and administering life-saving therapies. It distresses me that physicians today spend an average of ten minutes with each sick person. Because of my personal training and experience, I know that many of these patients simply are not getting the care they need.

Question: You’ve touched on problems caused by insurance companies. Explain them in more detail.

Scala: In trying to protect its profits and streamline its operation, the health insurance industry has forced the entire practice of medicine to restrict itself to certain pre-approved forms of diagnosis and treatment, even when those diagnoses and treatments are not the best for the particular illnesses being examined. Insurance companies have assigned number codes to medical methods they agree to cover. Licensing boards require therapists, physicians, clinics and hospitals to present for each patient an international classification of disease, selected from a codebook. With the complexities of the human body, it’s absurd to assume that every complaint from every sick patient will fit conveniently into a pre-designed listing of illnesses in a codebook.

Nevertheless, doctors look down the lists of coded illnesses and treatment methods, searching for the ones that most closely apply to the patients they are seeing. When there is absolutely no international classification of disease that fits an illness, the insurance company will not cover the client or pay the doctor. With the restrictions and strain of this system, it’s no wonder that so many doctors die while still in their 50’s.

Drugs and surgery are usually the only therapies offered by modern medicine, even when they are inappropriate. If there is no known surgery or drug to treat a patient’s symptoms, then other possible methods are not frequently tried. As you would guess, many ailments are misdiagnosed and mistreated.

If an illness or other condition does not fit any of the allowed diagnostic codes, or show up on a lab test as a condition that is covered, then it is often treated as if it is not real. Many of my clients have been told by conventional doctors that their problems
are “all in their heads” – simply because those complaints were excluded from a chart of illnesses that were “allowed” by insurance companies.

Instead of getting to the real physical sources of the complaints, doctors often told their patients that their complaints were signs of depression – depression being an illness covered by insurance companies. And then the doctors wrote prescriptions for Prozac, Paxil or Zoloft, three common anti-depressants.

Numben by the drugs, the patients were happy, because they were experiencing a pleasant “buzz.” The doctors were happy, because they felt they had solved the problems by making the patients stop complaining. And the pharmaceutical companies were happy because they had added one more to the millions of other people taking their products.

**Question:** So if patients have been comforted by these methods, why do they come to E-JUVEN 8?

**Scala:** In the cases of the people who have been through all that confusion and then come to E-JUVEN 8, it has eventually become obvious to them that other doctor’s treatments are not solving their problems. In fact, the treatments are often creating additional problems, because the patients’ internal systems have become unbalanced. So they are looking for a completely new approach, and they get that here at E-JUVEN 8. We balance their systems and do the testing that’s necessary to find the real cause of illnesses and to customize effective cures.

Fortunately for us and our clients, we don’t have the constrictions of today’s conventional medical doctors. Those physicians are hampered by medical licensing boards, the health insurance and pharmaceutical industries, and the sick people’s expectations of a quick recovery. This anticipation of a simple, speedy cure is another unfortunate by-product of the over-prescribing of drugs that fool people into thinking they are well now, because their symptoms are masked so quickly.

We tell all our new clients right away that we will not only help them find a real cure, but we will take the time to educate them about the unique internal workings of their own individual bodies. We will teach them what they need to know in order to stand guard over their own good health in the future.

Most of our clients have been through so much frustration with treatments that don’t solve their problems, that they are eager to seize more control over their own health. They are eager for an understanding of their own bodies. And they are relieved to discover that their bodies have unique internal blueprints, which our team can study by means of highly advanced testing. They are relieved that their unique biochemical individualities go straight to the heart of their complaints. They quickly see that they are getting a quality and depth of care and attention – and a precision of diagnosis – that is very heartening to them.

Our education is customized and clear and detailed. We spend months providing our clients highly personalized data about their individual bodies – about their special internal characteristics and needs. And when they leave our program, they are so
knowledgeable that they are no longer at the mercy of doctors that spend ten minutes with them and then find an approved diagnosis in an insurance company’s codebook. They are ready to challenge and question and request adequate investigation of their complaints.

At the same time that we are teaching clients to demand higher standards of their doctors, we are also working as hard as we can to share our findings and beliefs with our fellow medical professionals. We want the medical industry to be a wholesome, healthful operation. We want doctors to succeed and patients to get well. We want to help make all physicians ready for better-educated patients who are no longer accepting of pat answers and simplistic, inappropriate, and unhealthy treatments. We want there to be a genuine sense of partnership between us and traditional physicians, as we all make our clients’ excellent health our mutual goal.

**Question:** I’m sure that a harmonious relationship among professionals of shared concerns and interests would benefit doctors and patients alike. It would be a striking contrast to the litigious battlefield that exists today throughout so much of the medical industry.

**Scala:** Absolutely. And that litigious environment makes victims of us all. Because doctors are being devastated by malpractice awards, it makes sense that they have become less willing to try new procedures to help their patients. Even when studies show that the new techniques work, doctors are still reluctant to use them. Most doctors are wary now and much more conservative in their practices. Circumstances have made them hesitate to explore beyond the safety of routine lab tests or routine signs and symptoms. So, as you can imagine, they rarely consider creating customized treatments based on the unique biochemical individuality of each individual patient.

At E-JUVEN 8, we know that the only consistently reliable answers to our clients’ health problems can be found in their unique physical makeup. And so we always practice evidence-based medicine.

**Question:** Evidence-based medicine? Explain what that means.

**Scala:** It’s about valid tools, not unsound rules. We do not allow insurance or pharmaceutical companies – or biased training in a medical school – to dictate to us the thoroughness we will use in exploring our patient’s illnesses. We use the finest laboratories in the country to perform the most advanced tests available. And we gather powerful evidence about our clients’ health problems until we come to the sources of them. We aren’t limited by other people’s lists of what we are “allowed” to examine. We spend as much time with our clients as they need, and examine whatever needs to be examined until we find a cure.

Too much medical literature can be misleading, or just plain wrong. Conventional doctors are often handicapped by an inability to distinguish good evidence from bad. They are forbidden to use many accurate, trustworthy, cutting-edge tests now available.
Our website gives numerous truly powerful testimonials from clients we have cured, when they could get help nowhere else. These testimonials are as excellent a proof of the validity of our principals as we could want. Hope is on the horizon.

**Question: Can you think of one especially powerful example of a client you have helped?**

**Scala:** Quite recently, one of my best friends – an endurance bike training partner of mine - had a heart attack while riding his bike. This crisis shocked everyone who knew him. He was only 35 years old and had tried to take excellent care of his body all his life. Every year he had gotten an executive physical and been told that his cholesterol was normal.

When I visited him in the hospital right after his heart attack, every physician that walked into his room – from the ER doctor to the vascular surgeon - was stumped. I knew from years of working with heart patients – years of running the highest quality tests – exactly why the heart attack had happened. I wrote a recovery protocol for my friend, and local cardiologists used my customized program for his return to health. They were quick to acknowledge that my treatment program for post-bypass, stint, and angioplasty would speed his recovery.

It is so sad and frightening that it has become unrewarding and dangerous in the realm of conventional medicine for doctors to do any real thinking about diagnoses and treatments. I teach my clients the truth about their bodies, so that they will appreciate their uniqueness and be equipped to take care of themselves.

The first step to getting healthy is to understand how our bodies work. And the deeper our understanding, the more likely that we will stay well longer. It would be best for us all if doctors and patients alike could break free of the vice grip of pharmaceutical and insurance companies that prohibit doctors from using their own knowledge and understanding, and that prohibit the medical industry from excelling.

Medical education now depends on large pharmaceutical corporations to fund our modern institutions. And in our present system, most physicians’ salaries come primarily from insurance companies, by way of paperwork created by the insurance industry. When insurance companies don’t provide funding, medicine’s financial machine shuts down.

I read in the paper recently a real horror story about a woman who had been in a car accident, and half her skull had been surgically removed, so that doctors could stop intracranial bleeding. Because the insurance company refused to pay the hospital, the surgery to replace the partial skull was cancelled. The woman was forced to wear a binding over her exposed brain, while the severed portion of her skull was kept in storage in a separate facility. In the meantime, the woman suffered greatly from pain and the moving about of her brain inside her head. This story makes me very angry. It should make everybody angry. Is this where medicine is headed?
In our program, we are educating each client, so he can challenge his doctors if he doubts the accuracy of their diagnoses or the soundness of their treatments. We are also successfully educating many doctors themselves in better ways to practice their trade. We are developing effective, customized treatment protocols. And we are developing a list of physicians that are familiar with the principles of the E-JUVEN 8 program.

(For answers to your questions, please e-mail William Scala, founder and director of E-JUVEN 8, at wscala@earthlink.net. To learn more about the program, visit the website at www.e-juven8.com.)