

# The health care crisis is over

A shot in the arm of opportunity

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Quantum Common Wealth

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# Pain Free Health Care

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*The problem with the health care crisis is we don't see the opportunity*

*"Americans can always be counted on to do the right thing...after they have exhausted all other possibilities."* **Sir Winston Churchill**

## **Problems Become Opportunities**

Today's debate about the health care crisis comes down to one key issue; who will pay for it.

When you consider that having employer paid health care has only resulted in higher health care premiums, and government sponsored health care has not achieved all its aims (Medicare, Medicaid), we begin to see that 3<sup>rd</sup> party payer systems are not creating the benefit everyone desires.

Unfortunately, debates abound about the health care crisis. Regardless of the debater's politics, solutions are merely variations on a theme of who pays for the care. It is said the definition of insanity is doing (or arguing) the same thing repeatedly while expecting a different result.

In order to have a strong, vibrant economy, you must have an abundance of problems.

Further, the debate is framed as a crisis. We all discuss the health care crisis. None of us discuss the health care opportunity. One of the greatest strengths of the capitalist economic approach is the ability to profit from others' problems. If you have a solution for someone's need, everyone benefits.

What this means is that in order to have a strong, vibrant economy, you must have an abundance of problems. In fact, Madison Avenue is built off of inventing problems we didn't know we had (in the form of wants and desires, which they spin as 'needs'). It's an interesting exercise to ask 'What would Madison Avenue do?' with regard to the health care crisis.

The first question is who could benefit? Currently we have health care **consumers** (typically, employees), health care **providers** (hospitals) and 3<sup>rd</sup> party **payers** (employers and insurance companies). What would happen if we created another role, a health care **investor**?

**Investors** expect a direct return on investment. They measure risks vs. returns, a critical, missing function in today's health care marketplace. **Investors** also need an investment vehicle - a method for obtaining returns, also a lacking component in today's health care debate. It's not really lacking, it's just hidden from view, because the framework of the debate is "health care crisis" not "health care opportunity". Once we change the debate to opportunity thinking, we can begin to spot the problems and solutions.

## Peasants To The Rescue

Does an investment vehicle exist for potential investors? Yes, but it has been mis-understood, mis-used and therefore maligned in today's media.

Perform a Google search for "Peasant Insurance" and you'll find all sorts of stories with headlines such as 'Does your boss want you dead?' or "Dead Peasant Insurance; corporate greed sinks to new depths."

The undated article from MSN Money "Does Your Boss Want You Dead" by Liz Pulliam Weston states in part (emphasis added):

"Broad-based or janitors policies that insure rank-and-file workers. Here **the purpose is basically profit**. The life insurance proceeds are tax-free. The policies have an **investment component** that allows companies to **earn tax-deferred returns** while the employee is still alive. And, of course, companies can take out tax-free loans on the policies. All these **gains and income** are used to fund operations, pay for executive compensation or boost other benefits."

Elsewhere the article states the biggest problem with these policies (emphasis added):

"The policies have generated lawsuits by **survivors who got little or nothing** when insured workers died."

So, we have an investment opportunity with insurance, but we have a problem because those insured got 'little or nothing' in return. What if we gave them something in return? Call it a fair cost or expense of using them for investment. Indeed, what if we covered their health insurance premiums as part of the investment?

In the EBook "Becoming Your Own Banker" By R. Nelson Nash, this investment model is explained in detail, including instructions on how to maximize the return on your investment and how to make the entire process financially safe. But, what if you can't afford the premiums for life insurance, let alone health insurance? What is needed is to create marketable value for those who cannot afford health insurance and to capitalize on that value.

### A Working Model, No Approval Required

Imagine you're a young, recent college graduate. You can't afford health care because your income doesn't allow you to pay the premiums and your part time job with no benefits doesn't provide health coverage. Would you be willing to allow some company to take out a dividend paying life insurance policy on you if they agreed to pay your health insurance premiums?

What is needed is to create marketable value for those who cannot afford health insurance and to capitalize on that value.

Now we have financial benefits for the **investor**, who can aggregate large pools of young healthy people into investment packages. And we have a benefit for the '**Peasant**' or young person who needs to have the health insurance but can't afford it.

And we've freed up the middleman, the **3<sup>rd</sup> party payer** (Employers) who really don't add any economic value to the process. In fact, we've managed to help them reduce one of their largest costs of doing business, providing health care benefits to employees. Which means employers are more competitive on the global marketplace. All this while making health care portability realistic and immediately attainable. And if they wish, they can move into the **investor** role.

### *Where To From Here*

It's commonly accepted that if you want to stop progress on an issue, take it to Congress. In all fairness to Congress, anytime issues are debated instead of taking action, progress halts until the debate process is complete.

This is not strictly an American issue. Nor is it strictly an American opportunity.

Congress and our legal system do have critical roles to play however, that of traffic cop. It stands to reason that if every problem has an opportunity, then every opportunity also has a risk of potential problems. Rules and procedures are best established on the front end, before more examples of corporate greed and malfeasance take root. Notable examples abound in our press from Enron to Bernie Madoff. We should proceed to this solution with our eyes open and aware that opportunities for abuse exist in any system or solution, including this one. We also will need those organizations who will faithfully administer this for the benefit of their clients.

Unfortunately for the health care issue, many Americans can't wait. Further, with many global corporations doing business around the world, this is not strictly an American issue. Nor is it strictly an American opportunity. The sooner we help them create competitive advantage and manage their health care costs, the sooner the American worker will not be at a cost disadvantage in the global marketplace.

### *What You Can Do*

Today however, there is no need to wait. This investment opportunity is available to everyone today. Best of all, it uses existing investment tools which are readily available to everyone. All that's required is that we recognize and act on the opportunity that resides in every problem. Help us find health care investors who are ready and willing to start capitalizing on the true need for health care solutions.

If you're an investor, call for a no-obligation discussion. There is an opportunity for you if you're willing to go beyond thinking outside the box and act outside the box. Out of the box thinking is of no use without out of the box action.

If you need health care coverage, gather 10 of your friends who also need health care coverage and call us. We'll help you get connected to investors ready to help you with one of the most critical factors of your success, your health.

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