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WHAT MEDICAL EXPERTS ARE SAYING

Sick of Doctors? shines bright light on the impactful but often flawed training received by our health professionals and empowers readers to clear away the prejudices — both naïve and pessimistic — that hinder our ability to form effective partnerships in the healing endeavor.

Mehmet Oz, MD, FACS New York Presbyterian Hospital/Columbia

... if I could select one sub-group to “assign” (this book) to, it would be the medical students throughout our land. It seems to me that the information contained herein would be extremely helpful to them in understanding the roots of our profession, the powerful forces that act on us now, and what they must do to be the kind of doctors that they want to be.

Dr. William Norcross, MD
Director of Physician Assessment and Clinical Education
University of California, San Diego

Sick of Doctors? certainly covers a lot of ground and makes a great deal of complex material readily accessible to large and diverse audiences.

Ora H. Pescovitz, MD
Executive Vice President for Medical Affairs
CEO, University of Michigan Health System, Ann Arbor, Michigan

A great book for all health professionals and for anyone interfacing with health care at any level — you will gain important insights.

Peter B. Angood, MD, FACS, FCCM Senior Advisor
Patient Safety National Quality Forum, Washington, DC

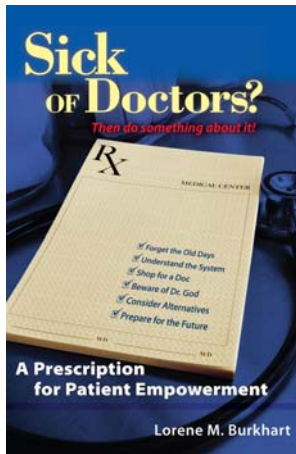
As a physician, having been in practice for 30 years and the Medical Director for Quality at John Muir, I find this book accurately presents the present health-care environment. I plan to share it with my colleagues.

Roy Kaplan, MD, Medical Director for Quality
John Muir Medical Center Concord Campus, Concord, California

Sick of Doctors? covers very complex multiple areas of interest. Burkhart is fair and objective and her conclusions are well drawn. I would highly recommend this book to all graduating medical students.

Paul E. Stanton, Jr., MD
President and former Dean of Medicine
East Tennessee State University, Johnson City, Tennessee

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QUESTIONS AND ANSWERS FROM THE AUTHOR

Why did you write this book?

As a 75-year-old woman who has lived through the evolution of healthcare, I felt I had a unique perspective on the doctor patient relationship. By sharing my experiences as well as researching the state of healthcare today, I created a roadmap for people to take control of their own healthcare and develop positive, rewarding relationships with their doctors.

What makes this book different than others on the shelf today?

There are a lot of books written by doctors or healthcare providers giving people advice on how to navigate the system. Although very insightful, these books are written by people on the inside. I wrote this book from the perspective of the patient, as a consumer of the services provided by the authors of similar books.

What do you want readers to learn from the book?

The book provides readers with an understanding of the evolution of healthcare, how it was and how we got to where we are today. It gives insight into the personalities of those who enter the medical professional and a roadmap on how to take control of their well being. Most people know more about their accountants and even their hairdresser than they do about their doctors or their own medical records. My goal is to empower readers with information to help them become better consumers.

Who is the book for?

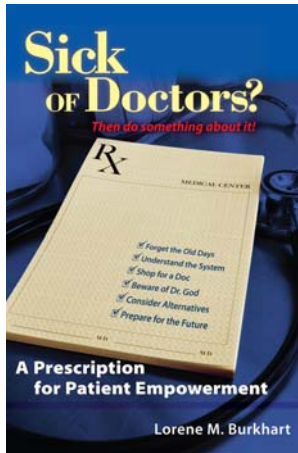
The book is for anyone feeling frustrated by their inability to navigate the healthcare system, or anyone who feels they would like to have a better, more productive relationship with their doctor. I especially think women will find this book insightful because they are primary caregivers in our society. People of my generation will benefit from the knowledge and personal experiences shared in the book, too.

We've received a great response from medical professionals, suggesting this book is a refreshing reminder of the healthcare experience from the patient's perspective. Doctors and nurses have told us it's a must for medical students.

How can someone purchase the book?

The book is on sale now at www.SickOfDocs.com for \$15.95. The ebook is available at Amazon.com, Sony and iTunes for \$9.95.

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Sick of Doctors? Then do something about it? A Prescription for Patient Empowerment

An excerpt from pg. 194

... at the beginning of the twentieth century, doctors across the United States enjoyed a prominent status within their communities and earned a respectable income. Most had long-term relationships with the families they treated; they traveled to patients' homes for most services and often charged fees in keeping with the family's ability to pay, at times even accepting bartered goods in exchange for their services. Those were the days before the AMA emerged and the government set rules and regulations for medical practitioners. By the time World War II ended, medicine had become more "industrialized," moving away from home-based care and offering physicians more prestige, power, and wealth than ever before. Salaries skyrocketed, third-party payer insurance buffered most patients and doctors from the charges for medical services, and powerful corporate interests stepped in to help drive profits even higher. The number and types of doctors we saw grew larger while our appointment times grew shorter.

A great number of Americans began to resent the almost factory- like approach to health care that over time became the norm. The good old family doc went the way of the dinosaur, and we were left to deal with the dreaded Doctor God. The cycle was still in motion. Insurance oversight eclipsed doctors' authority and medical institutions scrambled to compete for shrinking payment dollars. Health maintenance organizations, with their managed-care approach, limited health-care access for many Americans and completely transformed the medical workplace and the doctor-patient relationship. Insurance costs skyrocketed and more and more Americans found themselves without coverage; some couldn't afford the premiums and others chose not to pay them. Everyone — doctors and patients alike — struggled to find ways to deal with a system that seemed to offer no one the benefits of a sound, affordable, and effective approach to health care.

(more)

Sick of Doctors? Book Excerpt

Where we stand today is in many ways an unattractive spot. Most modern medical facilities are run like any other corporation, with the primary focus on the bottom line. Services that fail to produce sufficient revenue are cut and resources are devoted to areas where profits are more reasonably assured. Some doctors feel betrayed: salaries for most aren't as generous as they used to be, paperwork and administrative duties consume ever more time, and insurance companies — not doctors — call the shots when it comes to determining who is eligible to receive specific treatments.

Furthermore, many experienced doctors are retiring early to avoid the realities of life as an employee of a bureaucratic system. Frustration with poor working conditions, low pay, and flagging morale is taking a toll on other medical staff, too. Nurses also are retiring early and fewer people are entering the field. Couple these trends with America's aging population and we may be looking at a perfect storm of medical difficulties.

We need to rethink our whole approach to health care in this country, but to a great extent, that kind of change begins one citizen at a time. Fundamentally, we — each of us — will begin the process of reinventing it by changing the way we work with our doctors. Ideally, we will come up with a system that incorporates the best of what has been good about American health care in the past with the rapidly changing benefits of emerging trends and technologies. To do it right, though, we'll need to avoid the attitudes and practices and prejudices that have made our system so dysfunctional and realize that sound solutions rest on a foundation of personal responsibility — for staying healthy, red-flagging developing medical conditions, and seeking prompt treatment for those diseases and illnesses that we cannot ward off.

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Lorene McCormick Burkhart

Author

Owner Burkhart Network



At the age of 75, Lorene McCormick Burkhart continues to challenge the status quo. Ignoring “old age-isms,” she forges ahead with her career of being an author, which originated at age 70 when she decided she probably had 20 good years remaining (so what was she to do?).

That’s when she decided to found Burkhart Network, writing and publishing four books to date. Two new titles authored by Burkhart will be released in 2010—*Animal Tales* and *Sick of Doctors? Then do something about it! A Prescription for Patient Empowerment*. She writes from the heart focusing on subject-matter areas that are meaningful to her.

Burkhart’s first two books *An Accidental Pioneer: A Farm Girl’s Drive to the Finish* and *Home on the Farm: If Chickens Could Talk* are autobiographical accounts of her youth growing up on a farm in southern Indiana. Full of history, farm recipes and photos of her home, they are treasured by others who also grew up in rural areas of the country and shared similar experiences.

Raccoon Tales Hip, Flip, Skip and Boo and their friend Stu and *Raccoon Tales: Hip, Flip, Skip and Boo Go to the Zoo* are based on stories Burkhart told her two sons when they were children. Preschoolers love these board books for their colorful illustrations and the fluffy removable raccoon tale attached to the book’s spine. Burkhart has generously donated a large quantity of these books to inner city schools in Indianapolis, sharing her love of reading with the community.

Burkhart Network is committed to philanthropy. A portion of sales from each book title benefits a complementary non-profit cause. To date a portion of book sales have benefitted the United Way, the Indiana 4-H Foundation, the Indianapolis Children’s Museum and Indianapolis Public Schools.

The philanthropic culture instilled in Burkhart Network reflects Burkhart’s passion for local and national causes developed during her long career, which she says always boils down to some type of teaching. A trend-setter, Burkhart was a working professional even before most women considered working outside the home. Her professions have included: home economics teacher, radio and television broadcaster (the Martha Stewart of the Midwest), and public relations and marketing executive. She often laughs about being the only woman executive at each job with the perk of having a private bathroom—the ladies room.

(more)

Burkhart Bio

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When Burkhart remarried in 1985, she decided not to work and discover what else life had to offer. In reflection two decades later, she realizes she shifted from a professional position for pay to a career that offered non-profit causes her time and talents pro bono. She became sought after by non-profit leaders nationally and locally providing advice, leadership and talent to a wide variety of causes. Her civic involvement totals more than 25 boards and organizations focused on a wide-range of causes including arts, girls and women, education, health and elder services.

She continues to pursue new ways to share her time, talent and resources with non-profit organizations. She is a trustee of the Indianapolis Museum of Art, is a board member of Dollars for Scholars (a part of the Scholarship of America), is on the national board of Professor Garfield Foundation and a member of the Purdue University board of the Center for Families. She is completing her third year judging the national college of social entrepreneur competition at Purdue University.

Education and service are the benchmarks of Burkhart's illustrious life and continue to serve as her guide posts. As a Purdue University alumnus, Burkhart has been instrumental in the success of the school's most successful fundraising campaigns, leading the way with a \$1 million pledge for the creation of the Center for Families within the School of Consumer and Family Sciences. Her many contributions have earned multiple awards and recognition at the local, state and national levels. She says most important to her are the honorary doctorate degrees granted by Purdue University and the University of Indianapolis, where she served as a trustee for 14 years. She also has been named on two separate occasions a Sagamore of the Wabash by Indiana Governors for her philanthropic contributions within the state.

For more information please visit www.BurkhartNetwork.com.

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