

DON'T LET THE DOWNS GET YOU DOWN

The economic cycle is just that. It has its ups and downs. We are currently in the down part of the cycle. Don't let that get you down. Things will soon improve. The cycle will go back up. The important thing to realize - healthcare is destined to become the leading business in America. Take heart - you are working in the right industry!

New medical technologies and revolutionary new spiritual modalities are the two primary drivers of future business in healthcare. Miracles in genetics, nanotechnology, and microrobotics, and breakthrough pharmaceuticals and stem cell applications are just around the corner.

Future historians will know the 21st century as the century of medical miracles. People will live longer and better and will spend much of their discretionary income on improved health and wellbeing. Increasing health care expenditures will be welcomed as one of the most important indicators of our national affluence and a major contributor to our economic wellbeing. Hospitals are already the largest business in many cities and towns in this country. Isn't it amazing we are happy when General Motors has a good year, but we complain when doctors and hospitals have a good year? Yet, hospitals are major employers in our towns and cities and major contributors to their economic growth. Perhaps we need to view the health industry as an economic generator, not an economic drain.

No less marvelous will be the breakthroughs in spiritual health technologies. Energy medicine, healing touch, intuitive diagnosis, the power of prayer, and fourth dimensional interventions on the etheric body will greater

extend the powers of mind to improve body functioning. Whole person medicine utilizing an integrative approach to high-tech and high-touch will become the medical practice norm.

It is time to beef-up your R&D budget, expand your consumer focus groups and begin creating new, unique, high value added, distinctive consumer health products. Don't be down – be up. Get ready for the coming economic boom in healthcare.