



IF INFORMATION IS THE COIN OF THE REALM, WHY AREN'T WE ALL RICH?

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The realm I speak of is health. And regardless of how much great information we have accumulated through years of research and experience, we aren't getting any healthier as a society. In fact, following the advice of the mainstream health and fitness industry hasn't at all prevented us from being more diseased, obese, and debilitated than ever before.

Yet we've been provided with enough information already to know how to prevent all of this! If you've done your homework you already know that our "healthcare" system is broken. You already know that there is a large profit motive in place in the world of making people healthier. You've probably already absorbed this as fact and have moved on to "better" information. The newer science, or the newer information for info hounds to seek, has been found in the world of Paleo or primal eating, functional exercise, and even alternative medicine.

But as we look at those approaches, even they are failing. They are failing because they, like mainstream medicine, are getting lost in the science. People in the Paleo, functional exercise, and alternative medicine world have become so obsessed with correcting the record of mainstream medicine, they have forgotten that the most important thing to do is to develop ways to help the people out there who are desperate for an answer.

My profession of chiropractic, along with the profession of physical therapy, has been mired in this paradigm for years. In the world of evidence based medicine, there is a constant push to prove that therapies or techniques work through credible peer reviewed research. These professions have been working so hard to jump through the peer reviewed hoops (and as a consequence whittle down their approaches to the point of only performing reimbursable evidenced based therapies), that they've forgotten many times to improve upon the elements that made them so effective in the first place.

What we've neglected to be honest about is that it is very difficult to design quality studies in hands on therapies and exercise based therapies. Or as Dr. Foresman has said, "Randomized double-blind placebo-controlled peer reviewed studies are excellent for the research of pharmaceuticals, but we're trying to get you to stop using those. There is no perfect study for you." We've been so obsessed with proving a method works, after we already know it works, to please our third party payers and overlords, that we've lost the plot to the whole story. And that is giving people health.

Do Chiropractic and Physical Therapy work? Yes. Is there also research to support that? Yes. Now let's move on.

When it comes to nutrition, the Paleo/Primal movement ended the need for more information. There is literally nothing else you need to know about eating. Are there always more studies we can do? Of course. And that work will still be done, in the nutrition, exercise, and healthcare world. But at this moment in time, where we all stand, there is literally no more information you will ever need to be healthy and well. All of the tools are there. There will probably not be one more magic study to come out to change everything. No one can ever say ever again (who has looked) "I don't have enough information to reach my goal." We have it.

"Factophiles," as I like to call the people who obsess over information, are driven to find the best information, but ironically are slow to act on any of the already known, simple, and easy things that would give them the best results. A high fact diet will keep you from doing the actual work that matters.

Let me repeat that another way. The most effective, results rendering things you can do are also the simplest things, and no new information will ever change that. These things look like progress and results to most of us, but it's really just good habits and hard work disguised as progress and results.

We know smoking is bad, yet people still smoke. We know we need to exercise, yet many people don't. The list is endless concerning all the great things we know, but don't accomplish. What has always been the strategy to combat this? Give people more information, right? Well that quite obviously does not work. It makes us professionals look busy and smart, but the only thing that really matters is results.

The true coin in the realm of health and fitness should NOT be information in my opinion. It should be mentoring, support, and coaching. The missing link between a person having the right information and failing, and having the right information and succeeding, is having the right support to help them through the journey. We have a society that is failing in many ways when it comes to health and wellbeing. This same society has an aversion to the therapeutic process, aversion to patience and self-discovery, and an aversion to habitual discipline. Yet they rely on information, gurus, quick help schemes, and advertising gimmicks. Is it really about the information, or how poorly it is utilized?

A good mentor will help to guide you through change, not merely inform you, collect the check, and wish you the best of luck. 20% of change comes from tangibles, 80% from the intangibles. I implore you: if you are veering towards becoming a factophile, and you are spending a large amount of time trying to absorb and swim in a lake of knowledge as your method of healing yourself or becoming well, stop. Slow down and trust therapeutic process, take time and listen to your mentors as they coach you.

Information is not the coin of the realm, the actions you take with that information is. We are here to help you as your advisors. Use your coins wisely.

Your Journey to Health & Healing,
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