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At the Heart of Healthcare... is Coaching



August, 2009

Dear Diane,

Recently Promoted...

Diane Winn, PCC



Diane Winn recently passed all requirements for the Certification - Professional Certified Coach. According to the ICF website, she is the *only* PCC level coach in Northern Indiana!

The International Coach Federation (ICF), the governing body of coaching, recently presented Diane with the credential, Professional Certified Coach (PCC). To earn your PCC with the ICF, one must have completed 125 hours of coach-specific training, over 750 hours of coaching paying clients, be

Healthcare Reform is in the news and everywhere you look these days. How could it possibly connect with Coaching? Read on!

Be sure to scroll to the bottom for information on October 2009 Men's Retreat presented by Rev. David Schrader & Tom Searcy.

We welcome your comments and feedback.

Tom & Diane

At the Heart of Healthcare... is Coaching

Nothing in the current affairs spotlight comes close to trumping the subject of healthcare reform and the federal government's resulting financial obligation, assuming some sort of reform bill is enacted. The more we discuss the various arguments pro and con, an incredibly important "coaching moment" is emerging. The importance of this topic is such that we intend to devote the September newsletter to this subject, as well.

You may be bored or frustrated with the fantastic "spin" this healthcare issue has attracted, but with \$2.3 trillion annually at stake, can we really expect anything less than an all out war among the different factions....consumers, providers, payors or administrators?

This newsletter is authored by Tom Searcy this month. No single person can possibly have a perspective broad enough to adequately cover the topics of healthcare and healthcare reform, but this newsletter is as much about your emotional, intellectual and spiritual health as it is your physical health, and in that regard we feel competent to weigh in on the subject.

Tom was involved in the health insurance business as both selling and

recommended by two other PCC level or higher coaches, pass a written exam and an observed coaching session.

Why are credentials important? "The ICF credential provides a seal of quality and commitment. It means I didn't just "invent" myself as a professional coach but that I followed a serious process to gain certification." *Lupito Valio, PCC*

It gives clients and prospective clients a level of confidence in the expected results.

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servicing individual health and company sponsored health coverage for twenty-five years. Tom was right in the center of the initial controversy Medicare created at its beginning, and watched its growth and many changes. As a financial consultant, he counseled many clients regarding health care issues for over 20 years. He was active in complementary healthcare for seven years and discussed healthcare issues with medical professionals and clients almost daily.

Many issues for and against healthcare changes are being debated, but none of them drive to the heart of the issue. A healthcare system ideally should support philosophically, educationally, financially and technically, all Americans' desire to live a healthy, happy, satisfied life. True healthcare is about physical, emotional and mental well-being. The current debate instead focuses on access to health *insurance* -- not *healthcare*. Focus is on correcting medical malpractice abuses on the part of both the medical industry and medical consumers, and in debating individually funded medical insurance vs company funded benefits and the differing limitations of each and what benefits insurance should provide, striving to provide universal access to insurance.

This article is not intended to focus on the health insurance debate per se, but allow me this one observation. The healthcare situation is complex and is completely beyond solving until the financial and political reciprocity that exists between Congress and wealthy, powerful corporate healthcare interests in this nation comes to an end. Corporate political contributions and corporate lobbying power must be eliminated before we can even begin to tackle the real issue of excellent healthcare for our population.

This suggestion may sound stupid in light of our current political climate, but James Madison, our 4th President, and a primary framer of our Constitution and our Bill of Rights argued forcefully for an 11th addition to the Bill of Rights which would prevent corporations and associations from influencing in any way whatsoever, including financially or politically (especially lobbying), either federal or state legislative processes. President Lincoln was bedeviled by this problem and expressed doubt that the Civil War would have been fought if powerful corporate interests from the North hadn't essentially bribed Congress into waging war with the South. For the industrial north, the war was an economic issue, not philosophical.

Finally, President Eisenhower echoed the same concerns in his farewell address to the nation, warning of the potential abuse from the "military-industrial complex". Little notice was taken, then or now.

So let's go back to the true heart of the healthcare situation in his country and examine it from a perspective of actually developing a system to support our entire population's total health. To do so we must totally change our thinking, especially as it involves our political and financial framework, from a nation focused on "sick care" to a nation focused on staying well.

This starts with early education about truly healthy living, including accurate information about the food made available in schools, stores and restaurants, exercise and lifestyles. We must provide education designed to help prevent stress instead of trading on fear (something overwhelmingly prevalent in our society). Our societal emphasis in advertising, marketing, and selling must be focused on everything we know about staying well, staying happy and staying active.

About 30% of our total economy is involved in selling goods and services that place no concern at all on the health costs associated with those goods and services. To find the truth of this, look closely at our schools, our food industry, and most certainly in our medical establishment. We have the world's most expensive health system, yet the World Health Organization ranks the U.S. 40th among industrialized nations in overall health.

As coaches, we can give many examples of how life changes for the better when the focus changes to personal wellness in its broadest meaning. ***We are subject only to what we hold in mind.*** The truth of this statement is profound and cannot be emphasized too strongly. If this nation's health was a high priority for our political and business leaders, our population would be healthier. More on this subject in our next newsletter...



***We are subject only
to what we hold in mind.***



Upcoming Event:

October 11, 2009
9:00 am to 5:30 pm



A Retreat for Men

*The Practicality of Applying Spiritual Principles to Business
(& Business Principles to your Spiritual Life)*

This workshop will focus on sharing the discoveries of our most successful and admired business leaders. We will explore how they intertwine spiritual principles in all areas of their business and personal lives to create an internal power beyond reason. As businessmen, we will discuss how each of us can effectively integrate these principles in our lives as well.

Speaking about the Spiritual principles great companies employ to reach and maintain greatness, Tom Searcy was in the financial planning business for 30 years. In 1987, he was highlighted in Money Magazine as one of the top 200 financial planners in the United States. Searcy holds a Masters in Financial Services, is a Chartered Financial Consultant, and while in practice was a Certified Financial Planner. In 1987, Searcy was certified in Neuro-Linguistic Programming, having completed over 250 hours of training in the cutting edge science of communications. Searcy is now a business and executive coach in partnership with Diane Winn.

David Schrader, Senior Pastor at Grace United Methodist Church, received his doctorate from the Graduate Theological Foundation's Oxford University Exchange program, based on his project on Spiritual/Ethical Presuppositions of American Christians by Generation. He has for a number of years taught a course with a colleague on Generational Theory. Communications and Marketing. **He will be speaking on how the principles used by successful business can aid spiritual development and your ability to communicate your faith.**

This is an all-day retreat at

The Res in Mishawaka
wrapping up with a steak dinner.

RSVP - Grace United Methodist Church - 288-4789
INFO - Tom Searcy - 574 256-0495 or
Rev. David Schader - 574 288-4789

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