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ELEPHANTS IN THE EXAM ROOM:

The Big Picture Solution To Today's Health Care "Crisis"

By Wayne D. Liebhard, M.D.

A nation divided, once again. Not since the eve of the election have both Democrats and Republicans worked overtime to push those individuals still sitting on the fence of health care reform over to their own side. But in trying to uncover answers and make informed decisions, in a debate where both sides are throwing barbs, where do the agenda-driven politics end and where does reality begin?

The answers are finally here and they come from a physician with tremendous insider experience who holds allegiances to no one. A source who is not afraid to force us all to take a long look in the mirror and realize we are staring at the key to what ails us – AND what can cure us.

Doctor and author Wayne D. Liebhard tears apart the myths popularized by pharmaceutical companies, the insurance industry, government entities, and yes, even patients, in the newly updated **ELEPHANTS IN THE EXAM ROOM: *The Big Picture Solution To Today's Health Care "Crisis"*** (Bascom Hill Publishing; September 2009; \$15.95; ISBN 978-1-935098-20-1) His unique insider's perspective and extensive knowledge of the medical realm allows him a no holds barred, forthright, and occasionally jolting account of what's really going on inside our health care system. Liebhard leaves no stone unturned and lets no one off the hook – including doctors.

ELEPHANTS IN THE EXAM ROOM proposes that America is not in a health *care* crisis, but rather that our health care *delivery* system is in peril. "As a society, we are fat, overstressed, overdrugged, and irresponsible," says Liebhard. Our stress and obesity leads to increases in hypertension, diabetes, arthritis, and more, equaling a higher demand for prescription drugs. Would we spend less on health care if Americans took better care of themselves? Of course. Can we afford to keep treating the rising cost of irresponsibility or expect government to find a way to pay for it? Of course not.

But patients are not the only ones to blame. Pharmaceutical companies cry "research and development" costs but then pocket up to fifteen times their R&D costs, per year. The insurance industry burdens doctors with pay-for-performance guidelines, forcing them to choose between their ethics and keeping their practices afloat. Politicians argue for universal health care and win votes, but are unarmed with the facts and workability.

ELEPHANTS IN THE EXAM ROOM aims to put the power back in the hands of those it rightfully belongs to: the doctors and patients. Hard-hitting, thoroughly-researched and unapologetic, Dr. Liebhard allows no one to stay hidden under the guise of ignorance or immobility. This book is a fervent advocate for real change, right now, and is an essential, jarring read for all participants in and consumers of American health care.

We hope you will consider this timely book for your review or coverage. Dr. Liebhard is also available for expert comment or interview upon request. For more info email: publicity@hillcrestmedia.com

About the author:

Dr. Wayne Liebhard has been practicing medicine in Minnesota for over 20 years. He is a former president of the University of Minnesota Medical Alumni Society and member of the Minnesota Medical Foundation. He holds degrees in the natural and social sciences from St John's University (MN) and his articles have appeared in numerous publications including *Minnesota Physician* and the *Star Tribune*. He lives with his wife Joy near Prior Lake, Minnesota. Visit www.OmegaMed.com for more information on this title.