



## *All In . . . We Win!™ Operating Premises*

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*These premises are derived from 12 years' experience helping people create and validate the self-belief that they can successfully take charge of their own health and well-being— and do so within the constraints of an increasingly inaccessible, unreliable and unaffordable healthcare system.*

1. Our healthcare system is in crisis. It is more inefficient, expensive and dysfunctional than ever. If it were a patient it would be in the I.C.U.
2. No matter which healthcare delivery model is adopted, this crisis will only be resolved by those who have the most to lose if it isn't: the healthcare consumer.
3. The ongoing national policy debate about how to provide and pay for healthcare has not been conducted in the best interest of the healthcare consumer.
4. Most wellness initiatives fail to achieve desired outcomes. This not only wastes valuable human and financial resources, it reinforces the belief among the participants that achieving good health is an unattainable goal.
5. Most people want to avoid illness. Far fewer believe they possess the knowledge, skills and ability to do so.
6. More than ever before, people understand that ultimately they must each take personal responsibility for their own health and well-being.
7. Healthcare is either a right or a privilege. Today's reality is that if it is a right, it must be earned and protected. Otherwise it will be available only to a privileged few.
8. Even in this era of rancor, distrust and divisiveness, most people will engage in a positive collective action so long as they believe it is in their own best interest to do so and their participation will not compromise their values, identity, or beliefs.