

NATURAL HEALTH: EXPENSE OR INVESTMENT?

As we're sure you're already well aware, alternative health care is not covered by most health insurance plans. For many people, that means that any alternative health care modalities they choose must be factored into their monthly budget, right along with the rent/mortgage, car insurance, credit card payments, etc. After all, it's just one more in a long list of monthly expenses, right?

Not necessarily. When you look at the latter categories, in each case there is a payment made for a service rendered, and that is the end of the transaction. Is it the same for natural health care? Absolutely NOT! When you follow the guidance offered and make the dietary and lifestyle changes required, the changes in your health are cumulative, progressively longer lasting, and more effective over time. It works in much the same way that a 401(k) or IRA accumulates monetary interest over time. In that respect, natural health care can be considered more of an INVESTMENT than an expense.

We recognize that, faced with juggling a monthly budget, there is a temptation to classify a natural approach to health care as "too expensive," especially when compared to the relatively small co-payment made for a routine medical visit. The operative word here is "routine." The unfortunate truth is that, if not comprehensively addressed, most health conditions continue to deteriorate and result in GREATLY increased expenses, usually at a time in one's life when one can least afford them. For example, the average cost of a heart bypass operation is currently in excess of \$107,000. With a typical 20% insurance co-payment, that means that a person recovering from such a procedure, and usually not working, is faced with an unplanned EXPENSE of over \$21,000. In contrast, a consultation with a natural health professional would typically cost no more than \$150, and a monthly cardiovascular-specific diet and lifestyle supplement protocol could cost as little as \$75 monthly.

Do the math yourself. Which is TRULY more expensive, in both monetary and health terms? Obviously, such a decision can only be made on an individual basis. The point we're trying to make is that total good health is truly a case of working on it as we go, not moving from crisis to crisis. An INVESTMENT made now, even if it seems "too expensive," can usually help avoid a huge, unplanned EXPENSE later. The question we all need to answer for ourselves is how important is NOW, and how much do we want to gamble on the outcome of LATER (a gamble which, statistics show, most of us wind up losing). The choice is yours.

In health and wellness,

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