

11 Interview Topics for Dr. John Corso

Topic #1: Five Medical Tests You Shouldn't Miss

PR Headline: SAVE YOUR LIFE BY FINDING A HIDDEN MEDICAL TIME-BOMB

Talking Points: -There are only a few stupid reasons to die, they just happen to kill a whole lot of people

- Don't want to go looking for something we don't want to find
- Tests not always recommended by your doctor
- Tests not always covered by insurance, even if they could save your life.

Topic#2: Avoid an Unnecessary early death

PR Headline: SAVE YOUR LIFE BY FINDING A HIDDEN MEDICAL TIME-BOMB or

**ARE YOU THE NEXT (insert latest dead celebrity) or
WHAT GOOD'S YOUR MONEY IF YOU'RE DEAD?**

Talking Points: -Why are tens of thousands of American dying in the prime of life?

- Why don't we get the screening and treatments we should?
- Top five killers, which tests to get and how

Topic#3: Why Natural Medicine is Dangerous

**PR Headline; MOTHER NATURE IS TRYING TO KILL YOU or
WHY NATURAL IS NOT BETTER OR SAFER**

Talking Points:

- “Natural” is used to sell everything from motor oil to tampons.
- Some very gruesome events happen in nature.
- Herbs and Supplements are also drugs - they are just not tested for safety.
- *Everything* is a drug Herbs and Supplements have a chemical effect on the body as do prescription medicines
- Many focus on “Natural” as their savior and miss bigger threats.

Topic #4: Pharmaceutical Companies

PR Headline: PHARMACEUTICAL COMPANIES ARE THE GOOD GUYS?

Talking Points:

- We lose sight of the miraculous benefits of modern medications
- Where are the life saving medicines created?
- 1 out of 10,000 drugs tried actually make it.
- Take away the financial incentive, and who will create the new meds?
- The media prompt emotional reactions to medical news sound bites vs. complete information

Topic#5: Shouldn't My Health Insurance Cover It?

PR Headline: CAR INSURANCE TO COVER OIL CHANGES!

Talking Points:

If the above headline was true, car insurance would double in price.
Additional tests and treatments are being developed all the time
To keep costs from escalating, we need to be willing to pay for some things out of pocket.

Insurance is in the "return to shareholder" business, not the "save lives business"

Ins. Co's should not be making healthcare decisions.

How many will die waiting for insurance co's to take a test off the experimental list?

Topic#6 Test your Heart Attack Knowledge

PR Headline: HEART ATTACKS STRIKE LOW CHOLESTEROL PEOPLE

Talking Points:

There is much we can do to prevent this #1 killer

There is more to heart attack risk than your cholesterol score

Many folks have been cleared by their doctors, only to have a heart attack within a week of that appointment.

A quick and painless test can give more of an answer as to your risk of heart attack.

Topic #7: State of the Art Vs. Standard of Care

PR Headline: YOU ARE NOT GETTING THE BEST MEDICINE HAS TO

OFFER or

ARE YOU FALLING THROUGH THE DEADLY GAP IN HEALTHCARE?

Talking Points: The healthcare system has a long lag time.

Insurance will be very slow to pay for tests etc.

Doctors will wait for standard of care before acting

Patients may not be aware of ways they can prevent an early death

Topic #8: Impending Doctor Shortage

PR Headline: WILL YOU EVEN HAVE A DOCTOR WHEN YOU NEED ONE

THE MOST? or

WILL YOU HAVE A DOCTOR AFTER YOU RETIRE?

Talking Points: Physicians are leaving the primary care fields in droves

More doctors are refusing to participate with Medicare.

Fed up, they are retiring early and there are few to replace them.

It is possible to protect yourself from much of the fallout of this crisis.

Topic #9: Boutique or Concierge type model of Medicine

PR Headline: THERE IS NO WAITING AND THE DOCTOR IS IN

Talking Points: What is the “Boutique” practice model?

Isn't it only for the rich?

How does it work?

How it can actually save you money.

Topic #10 Doctor Speak

PR Headline: DECIPHERING WHAT YOUR DOCTOR ACTUALLY MEANS

Talking points: Definitions of the most common terms doctors use with their patients.

Why they use doctor speak instead of straight talk

The destructive art of the understatement

Topic #11 We are focusing our longevity efforts on the wrong things

PR Headline: EAT RIGHT, STAY FIT, DROP DEAD

Talking Points: Many healthcare providers encourage the be a “good boy or girl” approach.

Many focus on “Natural” as their savior and miss bigger threats.

You can eat nothing but rabbit food, and exercise every day, and still drop dead early from something you could have detected

Even if you visit your doctor regularly, you may not be doing all you can to not slip through the crack.