

Healthcare Manifesto-Conscious Care

This country is in trouble, deep trouble – you don't need a crystal ball to tell you that. This planet is in deep trouble too – as millions starve, the industrialized world continues to poison our Mother Earth and, by all accounts, she's taking corrective measures. Good for her - not for us. This day of reckoning in which we *all* now find ourselves mandates wise, compassionate, even heroic action, and yes - awareness. Our leaders must become true *Servant Leaders*, and our critical institutions and governments must also operate with the highest intent and capacity; nothing less will do. Nothing less than what the United States and her Allies did during the last Great War – and more. Many have risen to this challenge, and many more are realizing the stakes. Allegiance and dedication to common purpose by world citizens everywhere may lead us to a new day, and each of us can only strive to that end.

Why CCS? Conscious Care Systems (CCS) (a division of Conscious Health Network, llc. / CHN) realizes the significant impact healthcare has on the economic and humanitarian well-being of the U.S. and other nations worldwide. CCS has focused its commitment to significantly impact the healthcare industry by targeting reformation of long-term services and supports (LTSS). No other company has to date offered *any* workable plan to fix this fractured system, even though industry experts have stated that the serious issues plaguing long-term care (LTC), especially Medicaid, are more critical than Medicare and Social Security. CCS agrees and has been in the vanguard of recognizing and creating solutions for the *Perfect Storm* that has long been raging and the Company is now poised to help solve many of even the most intransigent problems. Medicaid and Medicare fund the majority of all nursing home beds and the homecare market is heavily dependent on the programs as well; programs that are unsustainable in their current states.¹ For example, NY State's annual Medicaid expenditures have in recent years accounted for 50% of the massive state budget. Government requirements and quality regulations continually increase, yet government entities do not have sufficient funds for allocation to escalating prices and quality of care/life mandates. Yet, the LTC industry must survive and improve as it is absolutely essential to a civilized society.

Everyone has a significant interest in relieving the massive LTC tax burden (including those who also pay privately), *and* in drastically improving *Quality of Care* and *Quality of Life*. These seemingly opposing forces are actually complementary. Profits and cost reductions are directly attributable to improved care delivery, enhanced operational efficiencies, and ultimately, a new and technologically driven system to replace the current one that is unsupportable and cannot survive. Just ask any economist, industry insider - or student of common sense.

What is CCS? CCS is a multi-divisional company that has developed tiered programs and services for all elder and challenged populations, whether living in LTC communities or at home. The *CCS Wellness and Lifestyle* programs will create ever-evolving industry benchmarks and certifications that will appreciably influence an industry so in need of reform. CCS intends to stay out in front of the *Body/Mind/Spirit* Culture Change it creates through its comprehensive and effective implementation and support strategies, vigorous and innovative marketing campaigns, and by effecting *win-win* scenarios with its would be competitors. The company's community orientation will extend into the local, as well as business and government sectors in many ways, providing intersecting benefits and profits at every turn.

¹ Tenn. Republican Sen. Lamar Alexander, education secretary under former President George H.W. Bush, blamed the drop in state funding [of colleges] and rising tuitions on increasing Medicaid costs during a senate hearing July 19, 2012. "Thirty years ago, Medicaid accounted for an average 8 percent of state budgets. Today it accounts for 25% [to 50%]... it's higher education or it's Medicaid", he said.

The value of these strategies will be apparent in short and long-term outcomes as documented through the federal/CMS Minimum Data Set (MDS) / Resident Assessment Instrument (RAI) for skilled nursing facilities and OASIS (Outcome Assessment Information Set) for home care agencies (HHAs). There is, in fact, extensive and proven precedent (especially in European corporations, schools and healthcare entities) for the type of socially conscious engineering that is implicit in such approaches. For example, Dynamic Governance / DG (also termed sociocracy) models are highly regarded by executives, educators and entrepreneurs worldwide. Dynamic Governance provides an advanced operational system that recognizes and rewards the unique contributions of all participants in an organization, resulting in many improved metrics such as improved productivity, profits, and job satisfaction. (DG Healthcare video <https://sociocracyconsulting.com/video/> (5 minutes) Successful applications for healthcare include:

- *Thuiszorg West-Brabant, Netherlands: Homecare - 2000 employees*
- *Modriaan for Mental Health (700 employees) & GRAPP Foundation (1000 active members), Netherlands - (www.sociocracy.info/mondriaan-for-mental-health)*
- *Living Well Care Home (LWCH), Ethan Allen & Heaton Woods Residences, Vermont - Assisted Living LWCH demonstrating significant 19 year outcomes. Received 2008 Vermont Governor's Healthy Aging, and 2009 Administrator of the Year Awards.*
- *(See [Introducing Sociocracy https://sociocracyconsulting.com/video/](https://sociocracyconsulting.com/video/))*

Critical Mass The welfare of the few is inextricably entwined with the well-being of the many. We have plainly witnessed this not only in 2008 which was deemed to be the most serious threat to our way of life and society *for one hundred years*, as many of our leaders asserted was the reality of the near economic meltdown. Commentators and others proclaimed that America had become a socialist nation as the government temporarily assumed partial ownership of the country's foundational economic institutions. Although the rhetoric subsided, and although corporate interests still hold sway, the nation did, in time, rebuild much of its critical infrastructure. However, wave upon wave of economic crises over the past several decades and the *coup-de-gras* of Covid have continued to weaken and further destabilize our economies while subverting aspects of cultural and national identity and security. Yet even though we may now be living through a time of "planeteide" (as some have deemed it) we must, in fact, emerge a stronger and more humanistic people., for this is essential to our very survival and to all who come after us Good government and ethical societal institutional infrastructure need not translate to reduced profit margins and excessive tax burdens, as many political and social architects have long assured. The United States continues to be the world's leader and maintains a commanding international influence. We now must take the lead to resolve fundamental and unprecedented challenges that threaten us from every side it seems. In the process we must truly live up to our responsibilities to the most vulnerable among us. CCS has created multi-dimensional and comprehensive approaches to reforming our crucial care delivery systems and the company intends to partner with those who also see solutions to the intractable and growing problems we have faced for years, and that now threaten to further destabilize the existing system.

CCS has developed its strategies and protocols with the clear intention of confronting the rapidly escalating economic and humanitarian crisis in LTC, which has already reached critical mass. The LTC sector, including Medicare, Medicaid and homecare is a crucial, yet badly frayed, safety net for all citizens, and it must be radically reformed to provide a much better *and* much more affordable net than we have now. The global economic crashes of the past several decades, and their enduring aftermaths, underscore the urgent necessity to overhaul the LT and Healthcare industries. CCS has created, and is confident in its capacity to deliver, systems that will go far in helping to solve such enormous challenges. Sweeping change is now engulfing this planet and it is essential that the U. . government, its organizations and its committed citizens lead the way to a better and more secure future for all.