

When Healing Meets Marketing – The Perfect Storm

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by [Jon Rappoport](#), [No More Fake News](#)

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I wrote this article in 2010. It's truer now than it was then:

DECEMBER 5, 2010. About ten years ago, I decided that the medical cartel could become the most dangerous of all power groups on the planet. I have not changed my mind.

My decision is based on looking up the road 40 or 50 years and inferring what the picture will look like then.

It's clear to me that drug companies, as they carve up markets and create new markets, are eagerly anticipating the day when every human, from cradle to grave—actually from inside the womb—has the status of Patient.

A person is born a patient and dies a patient. And in between, he receives 40 or 50 key diagnoses of physical and mental diseases/disorders and takes prescribed drug and surgery treatments.

More than that, though, he is stamped with the label, Patient, and he learns that everyone is in the same boat. "We're all patients, this is a medical world, and it's normal to be disabled in some way."

People become proud, yes, proud to be victims. They wear their diagnoses as badges of honor. If you can't see this trend,

you're not looking.

And universal health care insurance guarantees continuous treatment all the way along the line.

Every medical diagnosis becomes an excuse not to perform, not to excel, not to pursue big goals with large ambition.

Nowhere in the search to gain recognition as a victim do circumstances conspire so well as in the medical arena. It's perfect. There's no argument. The doctor told you you have X disease. That's that. It's not political. It's not agenda-driven. It's science. The proof is laid out on a silver platter. You ARE a victim.

In the coming future, every move a person makes, every step he takes will come under the umbrella of the doctor.

And, again, the main supporter of this system will be the patient himself. That's how beautiful the marketing is.

In case you've been living in a cave for the last 30 years, drug companies and their researchers can invent any vague disease label they want to—and then they can invent five or six sub-categories of the label—and they can set out rules on how to diagnose each sliver of the label—and of course the doctors will make these diagnoses and prescribe drugs. It's marketing and "healing" at the same time.

Parents who don't have a clue will submit their children to this system—especially if the government pays for it—and the children will grow up trained to think of themselves as patients/victims...and the only contest will be: who has the most drastic diagnoses and treatments? Who can most proudly wear the badge of honor as Patient?

"Last month, they had to remove my head for five minutes while they fixed my brain."

"Wow. Well, they put me in a body cast for three months and I

couldn't move, except for my left thumb."

Cradle to grave.

If you go back and read Huxley's *Brave New World* again, you'll notice the factor of "patient pride." It isn't just that the society is controlled, the citizens are idealistic about it.

That's where the victim industry is heading.

Against it, we have, what?

A little thing called individual freedom. Which includes the right to refuse medical treatment, no matter who prescribes it under what regulations.

People imagine that this right is some arcane matter best debated in medical-ethics journals. It's an obscure curio.

They couldn't be more wrong.

As I've been writing, the ObamaCare plan contains the seeds of a future in which, by law, the citizen will have less freedom to determine his own medical fate. The walls will gradually close in.

The Founders knew what they were talking about when they warned of the incursion of government and the loss of freedom. At every crossroad, since then, the issue of freedom has resurfaced as the unavoidable key factor.

Well, we're at one of those crossroads again.

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