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# DEADLY SPIN

AN INSURANCE COMPANY  
INSIDER SPEAKS OUT ON  
HOW CORPORATE PR  
IS KILLING HEALTH CARE  
AND DECEIVING AMERICANS

WENDELL POTTER

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## Deadly Spin: An Insurance Company Insider Speaks Out on How Corporate PR Is Killing Health Care and Deceiving Americans



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Excellent Book



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Warning! The strategies included using fear, fear of losing jobs, a decline in health care, or having to wait around for urgent medical assistance, and so forth." Finally, testimonials of experts, approval of respected institutions, and pretending to end up being Washington outsiders (whilst they are lobbying hard to impact representatives to get out your message), are even more of the strategies utilized by successful PR firms whose websites don't advertise their list of clients. Therefore a CEO of a health insurance company gets paid in the hundreds of thousands for deciding what health care the patient won't receive while the primary treatment doctor may get something under \$100,000 for in fact becoming there for patients--at a birth, coping with a trauma, learning of a spreading cancers, terminating lifestyle support while consoling a grieving family." This means "per member monthly" which means profit, income, profit--the singularly driving force behind each and every decision inside a medical health insurance company. Another tactic is definitely "glittering generalities. In the meantime, the millionaire insurance executive functions 9-12, takes a couple of hours for a gourmet, martini lunch time, wraps up the afternoon with a few hours conference call with lobbyists from the American MEDICAL HEALTH INSURANCE Plans(AHIP) "advocacy" firm. In this meeting of fellow Gucci aficionados, the CEO learns the most recent update on how the AHIP is posturing and posing and purchasing more Congressional votes with catchy marketing phrases and "position" papers solely designed to maximize their pmpm , eg, earnings, while pretending to maximize the population's health. Wendell Potter has worked inside such a corporate health insurance firm and delivers observations of the infuriating inner workings of medical insurance market and its own relentless machinations to safeguard and expand income while selling the idea that your real daily healthcare issues to the boardroom. Wendell Potter provides been there and has news for all citizens--the AHIP is present to make sure the status quo remains, that is to say that the USA will continue steadily to lag far behind the civilized countries of the globe in its collective compassion for the much less fortunate, those who reside in the "shadows" of our violent culture, the uninsured while pretending that the millionaire-laden boardrooms of health insurance companies treatment about your health. Wendell Potter provides been there-his message for you the reader, the citizen--They Don't Care, AWAKEN! Please, please read this book!! I'm just completing Potter's Deadly Spin. It has meant main insurance companies have got robbed and cheated their plan holders while conning the public that they are just the victims who've had to improve premiums because of a insufficient tort reform, burgeoning costs, and unnecessary treatments and therapies by doctors...This book represents his second decision after quitting his job. The reserve is infuriating, clearly showing the collusion between particular Congress members and insurance company CEOs to ensure continued high marketing campaign contributions and obscenely extreme salaries and bonuses for insurance provider executives.Potter is a journalist having the ability to write clearly and concisely about a complicated field. Five Stars Great to Get an Insider's Views. There's a GOOD reason that the US may be the only industrialized nation without authorities supported and operated medical care for its residents. What they haven't told you is that their premiums have elevated hundreds fold above the price of inflation, and that their income have never been higher. Your life may depend onto it! And when you hear your preferred Rethuglican talk about "adjustments" to Medicare and Social Security, be SURE that it's a ploy to carefully turn a profit for someone from involvement in both of these essential programs. Please, please browse this book! Potter's background as a previous PR executive for CIGNA and other larger insurers assists him rip back again the covers from the immoral, deceitful and non-humanitarian actions of medical care insurance companies. Forgiven Spin. Front groups hire troublemakers to disrupt town hall meetings rather than take

part in them. That's the way the author saw general public relations--to "end up being obscure clearly," to generate the illusion that the organization goals and general public wants don't collide but coincide..How do they do it? It had been played out in 2009 2009 which supplied a textbook example of the healthcare sector in action. While healthcare executives had been pledging their support for President Obama's program to create a single payer, common healthcare plan, they hired a high public relations firm to sabotage the administration's efforts. This would include creating front agencies that appeared to be concerned about the health of the public, institutions armed with bogus studies on the restrictions of universal healthcare, and how much more it would cost with limited providers e.g. Ever since insurance companies have become profit-making organizations, they will have just been beholden to the stockholder rather than their policyholders, and the previous only want to see the profit--not an increase in services. Another portion of the front side group is a grassroots effort to create it look like there exists a popular uprising against healthcare reform. This means to lie, to misdirect, misinform, mislead, embellish, or distract. Representatives also arrived by the dozen during the debate. It's all part of the PR. Hand-in-hand with these efforts is to seek legislation to thwart any effort at universal protection. The Doctor General should note: Health Insurance Companies are Dangerous to Your Health For a couple years, I had the "chance" to be the medical director of a small (20,000 lives covered, as they say in medical insurance industry) Health Maintenance Organization (HMO). These occasions can happen most anytime of time or night, 24/7 365 days per year." These generalities are attracts "patriotism," the "American way of life," or "democracy. There I learned that the most crucial quantity in the life span of a health insurance executive is the "pmpm. They bus them to the site, show them where you can stand so when to interrupt so they can have the best impact..The author devotes a chapter to how the healthcare industry attempted to counter the movie's message and destroy its influence on the general public. This book is crucial to read for everybody who is wiling not to face the reality of who's running this country. They result in the er on our dime. Illegal immigrants, the honorable representative added, were using our health care that was costing taxpayers hundreds of thousands. Potter knew everything that Wamp was saying came from a PR advertising campaign since it was the PR advertising campaign Wendell Potter created. The author takes apart each talking point of the healthcare industry's PR campaign, campaigns which have successfully played a president, representatives, and the public like a Stradivarius (the author's own metaphor). a bureaucrat will probably determine if grandma lives. It is among the best books on the Health Insurance industry available, going into detail about the actual fact that health insurance companies DO NOT CARE about your health. Associated with GIGANTIC PROFIT. Executives reap the huge benefits with huge salaries, and personal jets that offer outstanding fare on china with gold inlay. By May of 2007, and by his personal admission, Wendell Potter was spinning uncontrollable. This man has stuck his throat out to provide people the inside story. After talking to his family, he give up his high six-figure salary. Browse the truth about the insurance firms that run your healthcare .only about making higher and larger profits to appease their Wall Street masters! He could no longer take a seat on the sidelines and pay attention to PR spinmeisters and charmers lie to the general public or before Congress. His testimony before Congress and this book can be his "mea maxima culpa," his attempt at redemption and ablution. It had been obvious from the Introduction that I was reading a reserve by an accomplished writer who began his career in journalism, in addition he had a story to inform, a burden to release, and he told it very well. I couldn't stop turning the webpages. Also Recommended: Sicko (Special Edition) His message was: 1) Democrats wish to redistribute the prosperity in the

united states, taking from people who had healthcare to provide it to people who don't. That is what makes this well worth since the book is really worth reading. This book is not for cowards! Five Stars An essential book that should be read by everyone. All of them are liars The finest indictment of the "free market" concept as put on health care in America. Browse the truth about the insurance companies that run your . Five Stars Everyone should go through this reserve and protest big insurance.. He previously lost the advantage, the motivation to spin for CIGNA. You shouldn't be afraid of the federal government . Be afraid of the people!. They're the enemy. This is a MUST READ book if you are at all concerned about the state of American health care. So very much greed Where Better LOOK AFTER All Needs to Be the SOP. Wisdom Galore. Impressive. Truth to power certainly. A must read. Could be a little technical and wordy however the author is educated and provides the reader with concise and necessary information regarding medical health insurance.Blocking the Courthouse Door: How the Republican Party and its own Corporate Allies Are REMOVING Your Right to Sue Five Stars This book ought to be required reading for each and every GOP politician, and everyone tempted to vote for GOP politicians. 2) Some individuals cannot afford health care insurance, however, many people can and do not bother.. Zach Wamp, from Tennessee's third district got out a different message on MSNBC. He previously become a heavy consumer of beer since it helped him numb his conscience and prepare for a later date of rationalizations and denial.. Deadly spin is what the public relations of main healthcare insurance companies have carried out to the general public, robbing them of benefits, coverage, treatment, and perhaps actually robbing them of existence while pretending that the interests and those of their policyholders had been the same. Amazing!



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