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PLATFORM POST

The Healthcare Reckoning: From Blindness to Visionary

Announcing a four-part exposé on American healthcare — and a vision for its future.

By **Ravi R. Iyer, MD**



Image as posted on LinkedIn. Retained as part of the record of how the post appeared.

A FOUR-PART EXPOSÉ ON AMERICAN HEALTHCARE— AND A BOLD VISION FOR ITS FUTURE.

WHAT IF THE BIGGEST PROBLEM WITH AMERICAN HEALTHCARE IS NOT HOW MUCH WE SPEND— BUT HOW LITTLE WE KNOW ABOUT WHAT WE ARE BUYING?

Imagine a CEO approving a $100 million corporate expenditure without knowing the actual price of the product, the margins retained by intermediaries, or the value delivered.

Unthinkable?

Mentioned: WELCOME TO AMERICAN HEALTHCARE.

We have some of the world's finest physicians, most advanced medical technologies, and extraordinary pharmaceutical innovations.

Yet the people financing healthcare— employers, employees, and taxpayers— often have astonishingly little visibility into its true economics.

How did INSURANCE become the product while HEALTH became the afterthought?

Why do employers negotiate relentlessly over every corporate expense— except one of their largest?

And why do we continue financing the CATASTROPHE OF THE MOMENT instead of intelligently managing the TRAJECTORY OF A HUMAN LIFE?

In my upcoming four-part BOARDROOM REFLECTIONS series, I examine the structural contradictions of American healthcare— and propose something more than another round of criticism.

A BOLD, ACTIONABLE VISION FOR TRANSFORMATION.

📅 NOVEMBER 13 | PART 1

Mentioned: THE GREAT AMERICAN HEALTHCARE ILLUSION

When Insurance Became the Product and Health Became the Afterthought.

📅 NOVEMBER 18 | PART 2

Mentioned: THE MERCHANTS OF HEALTH

Who Controls the Price When Someone Else Pays the Bill?

📅 NOVEMBER 23 | PART 3

Mentioned: FROM BLINDNESS TO VISIONARY

Can AI Turn America's Employers into the Most Powerful Healthcare Purchasing Consortium in History?

📅 NOVEMBER 30 | PART 4

BEYOND INSURANCE

The New Social Contract for a Healthier, More Productive America.

The central proposition is simple:

WHAT IF ARTIFICIAL INTELLIGENCE COULD GIVE EMPLOYERS THE PURCHASING INTELLIGENCE, TRANSPARENCY, AND COLLECTIVE LEVERAGE THEY HAVE NEVER HAD?

What if employers could negotiate directly for pharmaceuticals, diagnostics, and healthcare services?

What if healthcare financing rewarded measurable health rather than merely reimbursing medical events?

And what if the transformation of American healthcare began not in Washington— but in the CORPORATE BOARDROOM?

Mentioned: THE FUTURE OF HEALTHCARE IS NOT SIMPLY ABOUT WHO PAYS THE BILL.

IT IS ABOUT WHO UNDERSTANDS IT, WHO NEGOTIATES IT, AND WHO DEMANDS VALUE FOR IT.

America just had an ELECTORAL RECKONING..... Join me now for THE HEALTHCARE RECKONING.

A question for CEOs, CFOs, CHROs, physicians, and healthcare leaders:

If your company spends millions annually on healthcare, do you actually know what you are buying?

#BoardroomReflections #HealthcareReform #ArtificialIntelligence #EmployerHealthcare #HealthcareLeadership #HealthcareTransparency #FutureOfHealthcare

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ABOUT THE AUTHOR

Ravi R. Iyer, MD is a physician-scientist, entrepreneur, author and five-time TEDx speaker who has spent four decades exploring a deceptively simple question: what makes human beings, and the organizations they create, perform at their best? A Harvard-trained physician, corporate strategist and the founder of multiple healthcare and performance ventures, he is the creator of Neuroalignment, a framework for building high-performance organizations around the realities of human cognitive diversity. His work sits at the intersection of biology, leadership, technology and human behavior.

THE AKAASHIK RECORD

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