

What Zero Gravity Astronaut Training for Mars Taught Me

By Craig Lack



Zero gravity can't be described in words. It is an unnatural feeling for the 7 billion gravity-bound humans. There is no friction. You sense there is oneness to everything. Like no feeling on Earth. Unbelievable! Impossible! Awesome!

My brain is 'jonesing' for the feeling of zero gravity. Every airline flight triggers the memory and for an ever-so-brief moment I get my fix. I'm reminded that there really are no rules, only limiting beliefs. We live in a world of abundance.

After flying weightless, I am keenly aware of the force of gravity and the conformity of our earthbound existence. It reminds me of the circumstances I see with so many organizations who assign execution managers to repeat ineffectual health plan tactics every year while attempting to re-frame their failings as success. Inevitably, comparisons are used as validation to deflect from exposing the truth. The C-Suite mistakenly believes that gravity can't be overcome so they accept the traditional assumption that health care costs increase. That lie is just one cause of the status quo. Future-ready CFOs know that change is their currency.

The systemic focus on conformity, fear of change and electing the path of least resistance is nearly a proverb in health care risk management. The habitual health plan manager mindset of scarcity usually sounds like some version of not enough time, not enough need, my employees won't understand or not a fit.

C-Suite leadership is lacking because they fail to recognize the entrenched incrementalism perpetuated by their health plan managers and the costly blind spots caused by the illusions and activities of "best practices." Well-intentioned activities and execution of low-impact tactics are the focus of most managers, but they have little or no major measurable savings or P&L accountability. The bottom-line profits lost to over funding, overpaying and over insuring the health plan are the proof. Managers and their brokers typically major in minor things.

Am I really going to Mars? Heck no! Do I know that gravity is optional and that fear is imagined? You better believe it! Can the C-Suite get more engaged and stop executing failed health care tactics that waste valuable cash flow and lose money? Do your health plan metrics measure accountability? Is health care a competitive advantage for your organization?

To learn how to recapture your lost profits and focus on measurable strategies that impact the bottom line, reach out to us and learn why companies like yours choose the benefits of performance-based consulting.

Craig Lack uses Performance Based Health Plans® to help publicly traded and privately held self-funded medical plans nationwide. **Forbes Magazine** calls him a broker whisperer for health care consultants. His BHAG is to save employees \$1 billion in out-of-pocket expenses. To reach Craig Lack, just go to www.meetme.so/craiglack.