
**Lowering Prescription Drug Cost & Enhancing Telemedicine Services.
The Two Most Important Healthcare Changes in 2018**

No one can argue, but they will, that **Healthcare in America** is 'sick', misused, overpriced and a corporate failure, although extremely profitable!

Firstly, the overuse of the Emergency Room for whimsical ailments is the sick joke of the comedy circuit. Our Emergency Room staff nationally are overwhelmed on a daily basis with serious cases. Violence seems to be the #1 cause, with opioid overdoses, road traffic accidents, then common serious illnesses, followed by the cough and cold brigade.

Big Pharm is at the center of the exorbitant cost of prescription drugs, which we all seem to know so much about through high priced and well placed television advertising. You thought automobile advertising was too much, drug companies have gone ballistic with spending advertising dollars across the screens of America.

President Donald Trump, a businessman for America has taken on the pharmaceutical industry head-on and is demanding change in pricing and availability. Common sense when directly tied to reducing wasted usage of hospitals, with urgent/quick care facilities. In fairness, the later, urgent/quick care is a major step in the reduction of healthcare costs and community availability. Having used a quick care recently, they have their place and I am thankful.

Telemedicine, healthcare through your Smartphone, desktop computer, laptop, and tablet are here and certainly in its infancy. **Don't let that fool you!**

Insurance companies see it as a major change in costing and availability. It comes down to educating the public about changing the '**sickness habits**' of America. Educating is prime with the major cost savings to family medical insurance policies. Pricing is the key and the immediacy of connecting with a doctor.

Add **Artificial Intelligence (AI)** capabilities which exist now and you have an overall solution that the **ProxComm Technology** team has recognized, created the solutions with the contextual, relevant steps in a proprietary communication aptitude solution, which is available now.

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