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<p> There seems to be a growing aversion to the medical system in recent times. Why are people so hesitant and apprehensive about accessing medical care for anything other than chronic or life-threatening conditions? I certainly see it regularly when interacting with active people. Why is this so? </p> <p> I am not sure I have that answer completely - but let me propose a few potential reasons. </p> <p> Just like any other enterprise, there needs to be a value added benefit to going to a clinician for care. The "customer experience" starts from the moment they contact the office. You're on hold waiting for the next customer service representative. A frustrating start, for sure. Let's say you get lucky - and don't have to wait to schedule an appointment. Is the provider of your choice on your insurance plan? Or will this be an (oftentimes exorbitant and inflated) out-of-pocket expense? Now I have to balance the♦potential cost-to-benefit ratio of the experience.
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