

Chronic Cow™

FOR THE NEWLY DIAGNOSED

(2-3 HOUR SEMINAR OR WEBINAR WITH Q & A)

You've just gotten a chronic diagnosis and you are (on the inside) a raging storm of confusion and emotions. You're pretty certain that your life is over. Really, you just have to live by **different rules**. Chronic Cow shows you those rules — backed by real **science** and hard **experience** living with, and caring for, chronic illnesses. We don't just **know** how to live better (based on decades of science and rigorous analysis), we **understand** the challenges you face (because we live them to). Living with a chronic illness can become grim, but you can still lead a **joyous, meaningful, productive** life.

Our **goal** is simple: to help you improve your **quality of life** when touched by the challenges of chronic illness. It may seem hard to believe, but more challenges are **shared** across chronic conditions than are **different**. Chronic Cow has been developed to give you the perspective and tools to triumph over those challenges. *What will you learn in this seminar?*

Navigating Your First Response: You are probably shocked, fearful, angry, overwhelmed, or in denial. These are natural responses. We show you how to substitute positive alternatives. We also show you how to recognize the 4 Pathways of Distress: unrelenting or unpredictable pain, frustration, fear, fatigue. These accompany most chronic conditions, and we show you how to address them.

Becoming an Empowered Healthcare Partner: You are the last word on your treatments, but that means you have to become educated and responsible. Your health depends on it. You've also got to develop the strength to become your own best advocate. We show you how to develop the necessary mental strength and resilience, recognize cognitive biases, and critically consume the right information sources.

Monitoring & Managing Yourself: You must become attuned to the medical, emotional, and behavioral consequences of your condition. We teach you how make reliable observations, and share them with those who need to know. And we integrate a range of tools (from mindfulness to the scientific method) to integrate these processes seamlessly into your lives without too much fuss.

Behavioral Replacement: Most chronic conditions require us to change how we live. This can be really hard. But it's necessary for medical adherence, effective observation, and managing a successful life under your new constraints. We introduce some key techniques from attitude and identity change, behavioral conditioning, reinforcement, motivation, framing, association, learning, and lowering task burden. Your life may be different, but it can still be a good one you want to live.

And much more! Of course, we provide lots of **practical tips** to put your knowledge into action improving your quality of life and we'll take your specific questions. **Sign up** for a Chronic Cow Seminar or Webinar; or for a personalized Chronic Cow Guidance subscription and **begin your better life now**.



Chronic Cow™ delivers:

1. Face-to-face and online **workshops, seminars** and **classes** on better living with chronic illness for those with chronic conditions, loved ones and caregivers, and medical & therapeutic professionals.
2. **Individual** and **group guidance** for those with chronic illness, their loved ones & caregivers.
3. Science-backed, data driven, systematically monitored **programs** for **targeted** life improvements.
4. **Print** and **digital** materials supporting better living with chronic illness.
5. Mobile **applications**, powered by cutting edge machine learning and data science, to improve the quality of life with chronic illness through realtime predictive and prescriptive analytics.

Chronic Cow™ is committed to:

1. A beneficial, socially aware presence.
2. Partnering with, and contributing to, nonprofits, public agencies, causes, and movements supporting chronic illness, caregivers, and medical and therapeutic practitioners.
3. Maintaining an active research & development program in human data science and the analysis of relevant quality of life issues.
4. Rethinking work and pursuing workplace innovations to further meaningful professional opportunities for those with chronic illness and those who give care.
5. Speaking for scientifically-informed, data driven, and humane practices, policies, and procedures regarding those with chronic conditions, their loved ones and caregivers, and supportive medical and therapeutic professionals and institutions.

Be well. Do well. Do good.

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Our Founder

Kevin has lived with multiple sclerosis for many years. He's successfully dealt with other chronic conditions, too. And he's spent much of his life as a caregiver for loved ones also challenged with chronic conditions.

He holds a doctorate in Sociology and Psychology from the University of Missouri at Columbia, was a professor for 15 years, and has studied how people operate best under distress and disadvantage since the 90s.

His diagnosis with multiple sclerosis set off a series of events that radically altered the course of his life and his career. First, he thought that, as a social psychologist who's studied how people succeed or fail in difficult circumstances, there had to be something he could do to apply those research insights to improving his own quality of life.

Then he expanded his study across thousands of studies on dozens of conditions. He talked with everyone he could who lived with chronic conditions and their caregivers. And he found a different way of building a good life when touched by chronic illness — one backed by science and experience. He found there are simply different rules to living a good life with chronic illness.

He had, without realizing it, stumbled on much more than a shift in career: it was a calling. Chronic Cow™ is a labor of love. (Find out more about Dr. Payne @ www.kjpayne.com)

