

Chronic Cow™

FOR MEDICAL & THERAPEUTIC PROFESSIONALS (2-3 HOUR SEMINAR OR WEBINAR WITH Q & A)

Our medical system (and most medical and therapeutic professional training) is built on the **acute care** model. But to treat us successfully, you have to operate by **different rules**. Chronic Cow shows you those rules — backed by real science and hard experience living with, and caring for, chronic illnesses. We show you how to perform your job better (based on decades of science and rigorous analysis). Living with a chronic illness can become grim, but you can still support us in **joyous, meaningful, productive** lives — while feeling better about what you can do.

Our **goal** is simple: to help you improve your quality of care 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 the challenges of treating those with chronic conditions. What will you learn in this seminar?

The Medical Model & its Alternatives: The implicit “acute care” model underlying our system fails those with chronic illness (many of whom have more than one chronic diagnosis). Even your professional socialization works against the ongoing relationships successful chronic care demands. Chronic Cow supports a “Life Care” model, where medical care is integrated into our larger institutional, social, and cultural environment and the targeted outcome isn’t only medical health, but quality of life experience.

Advocating for Institutional Change: On the one hand, healthcare professionals are often frustrated by patients lacking in medical adherence, while on the other, by a system that is complicated, confusing, and unresponsive. But you are the lynchpin for improving the system. We’ll show you how.

The Chronic Perspective & Needs: Medical professionals are the face of the entire healthcare system for your chronic patients and their families. They often look to you for answers for which you weren’t trained. We help you understand what it’s like to live with a chronic condition — our challenges are far greater than our diagnosis and its direct symptoms. And we show you how to better give us what we need.

Self Care: Caring for chronic patients can be draining. We present unique challenges: with us, there is probably no “happy ending” of being “cured” and returning to “normal” life. We give you the cognitive & emotional tools to cope better. We also present the extremes in your patients: some are highly educated in our diagnoses and up on the cutting edge research, while others are frustrating and willfully avoidant. We show you how to successfully interact with both types.

And, of course, we provide lots of **practical tips** to put your knowledge into action improving your quality of care. **Sign up** for a Chronic Cow Seminar or Webinar; or for a personalized Chronic Cow Professional Guidance subscription and **begin your better professional 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)

