

Standard of Care

Ordinary and Prudent Care by Doctors

“Doctors Stay Within Practice Standards to Avoid Risk.”



The “standard of care” is a legal term and is the level at which an ordinary, prudent professional having the same training and experience in good standing in a same or similar community would practice under the same or similar circumstances.

From the patient perspective it means that all doctors generally

do the same thing based on the same symptoms or disease. Strict adherence to the standard of care protects patients and doctors, however, it stops innovation in the clinic.

What does the standard of care deliver for Alzheimer’s patients? Little to no hope.

Ordinary vs Innovation

In a Harvard Business Review by the author of “The Innovators Dilemma,” Christensen points out that the health care industry in the United States is the most change-adverse of all industries. Doctors are micromanaged by insurance companies, regulators, fear of litigation, drug companies, and large hospitals.

Disruption is a positive and significant change to a standard. For example, personal computers disrupted and displaced mainframe computers for the better. “In health care if consumers and providers are given choices, disruption will occur and create real value.”

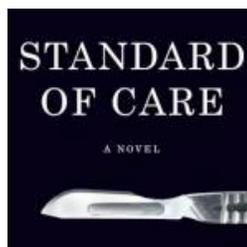
Unfortunately, just the opposite is happening according to Christensen. The ACA is limiting choice, thus innovation.



Standard of Care and Alzheimer’s

Do you want your doctor to do what is “ordinary?” Ordinary, or for that matter, “advanced” in Alzheimer’s diagnosis and treatment does nothing to change the course of the disease.

WebMD provides a thorough breakdown of the current standard of care. The testing is for symptoms and so is the treatments.



Progressive doctors take risks on behalf of their patients because the standard-of-care does not help their patients. These doctors are the ones that often make new discoveries because that do not do “ordinary” things.

Stopping at the standard-of-care diagnosis is a death sentence for AD patients whereas looking for causes leads to a cure.