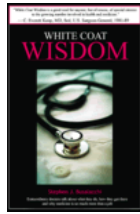


Top Five Reasons to Read *White Coat Wisdom* Real life Sociology of Medicine



You'll be:

5. Entertained (Family/sports medicine physician)

“I was doing a rectal exam on this guy, and I’m apologizing because it’s kind of an embarrassing thing. He goes, ‘It’s okay doc, as long as I only feel one hand on my shoulder, no problem.’”

4. Motivated (Chiropractor who longed for medical school)

“I got 21 letters of rejection and one acceptance at St. George’s (Caribbean). At 38-years-old, I gave up everything I had worked for, for a pair of t-shirts and shorts.”

3. Astounded (Psychiatrist, consultant for movie Rain Man)

“He’s memorized 9,000 books and can pull those back, page by page. He says that he reads one page with one eye and one page with the other.”

2. Savvier (Internal medicine, men’s health specialist)

“Guys die five years younger than women. A lot of that is because of bad health behaviors. We should do anything we can to get guys to come in for medical visits at a rate that approximates women’s.”

1. Inspired (Internist, Free Clinic Director)

“Last year we saw 1,930 patients. The volume has increased by about 25% a year over the last several years. It’s nice to say your numbers are going up, but not at the free clinic.”