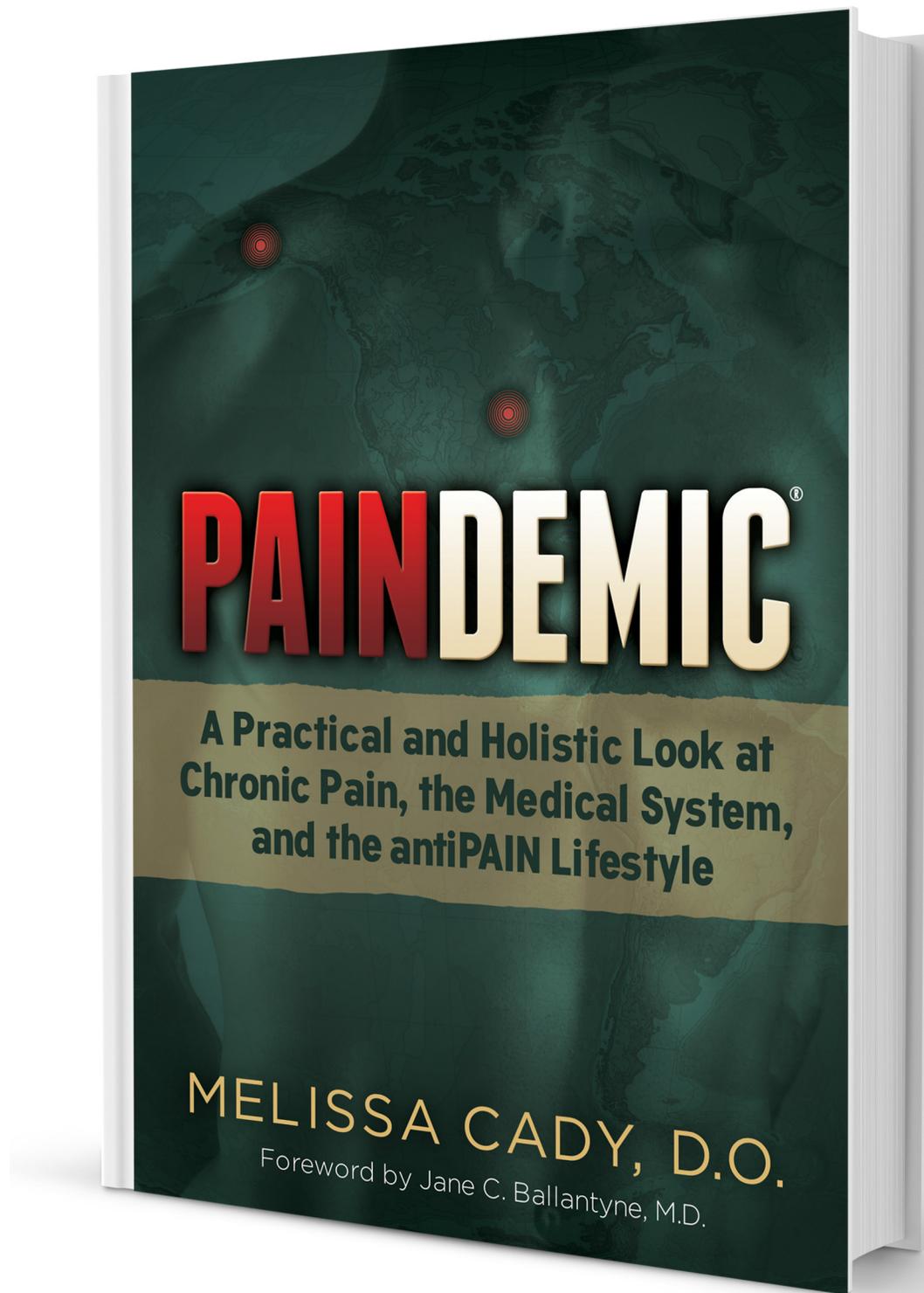


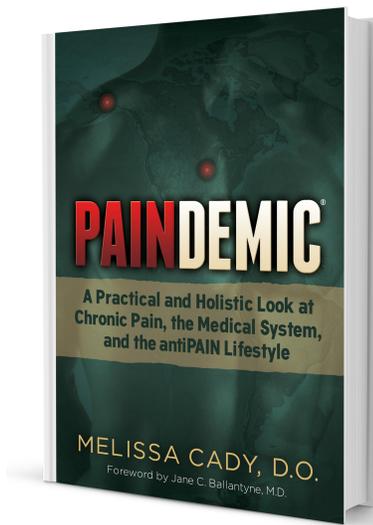
MELISSA CADY, D.O.



We need to put the brakes on our silent pandemic...of chronic pain!
PAINDEMIC® provides insight on how our current Medical System addresses Chronic Pain and what needs to change.

WHY THIS BOOK IS CRITICAL TODAY

PAINDEMIC® provides a pragmatic perspective of chronic pain, the medical system, and the empowered patient. Most of us will experience pain at some point in our lives, and it usually happens when we least expect it or desire it. By better understanding this phenomenon, which is typically not life-threatening, then patients will be more inclined to approach the “treatment” or solution to pain in a less life-threatening manner. Every patient needs better information to make better choices for their own health. Dr. Cady equips and empowers the public with a powerful and important message about chronic pain to help them make those better choices.



“PAINDEMIC® is a brutally honest portrayal of our current sick care medical model. No other book gives you such an in-depth and thought-provoking overview of how pain should be assessed and treated. Dr. Cady has truly outdone herself!”

—Jamie L. Guyden, M.D.
Integrative Medicine Physician, Austin, TX

A Few Things Your Audience will Learn from this Book:

- ❖ How pain is complex
- ❖ The dangers of opioid painkillers
- ❖ The current limitations of pain procedures
- ❖ Why detailed imaging can mislead you
- ❖ Why connective tissue could lead to pain
- ❖ How your brain can impact chronic pain
- ❖ How you can help your own pain
- ❖ Why there is still hope for pain relief

“PAINDEMIC® is a book equally important for people in pain, health care professionals, and health care policy-makers. If you have persisting pain, you know that you need expert knowledge of this. If you are a health professional, you know it is the most common reason for patient visits, and a huge gap in professional education...”

—Neil Pearson, P.T.
*Physical Therapist, Yoga Therapist
Clinical Assistant Professor,
University of British Columbia, Canada*



ABOUT THE AUTHOR

Melissa Cady, D.O. is an osteopathic physician certified in anesthesiology and pain medicine by the American Board of Anesthesiology. She mentors undergraduate students, writes health-related articles for magazines, and is a spokesperson for local groups and conferences. Dr. Cady can relate to her own subject matter, as she has endured and managed her own chronic pain. Her strong desire to overcome it has made Dr. Cady a passionate patient advocate for optimizing health through alternative means while minimizing excessive and unnecessary medical

INTERVIEW TOPICS

🎯 **The Opioid Fiasco: Let the Pendulum Swing Back**

There has been an upswing in the use of opioids for non-cancer, chronic pain since the 1990's. A parallel rise in opioid overdoses should not be surprising given the risks. Dr. Cady discusses some of the reasons to keep opioids as a last-line drug for non-cancer, chronic pain.

🎯 **The Invisible Burden of Pain: Out of Sight or Out of Your Mind?**

Many times it can be difficult to prove that pain exists to friends, family, or physicians. There are truly challenges in quantifying pain to outside observers. Dr. Cady reminds us of the common themes among patients and physicians when pain eludes us.

🎯 **The Disk Risk: Understanding the Disc-onnect**

There is an overwhelming fascination with medical imaging, but it can create an unnecessary overutilization of medical resources. Dr. Cady reminds us of some of the limitations of focusing on a diagnosis such as degenerative disc disease.

🎯 **How the antiPAIN Lifestyle Can Help Decrease Pain**

In light of the risks of symptom-focused treatments such as pills, injections, and surgeries, there are other ways in which we can address potential causes of pain. Dr. Cady will remind us of what we can do to help ourselves.

Interview Questions for Dr. Melissa Cady

- 1) Why were you compelled to write the book, PAINDEMIC®?
- 2) Who do you think will benefit the most from this book?
- 3) Is all pain bad or is some pain helpful?
- 4) What do you feel is the greatest challenge to overcoming chronic pain?
- 5) What is the antiPAIN Lifestyle?
- 6) Which areas of medicine do we need to understand better in order to help more pain patients?
- 7) How do you feel most health professionals will receive your book's "brutally honest" portrayal of pain and the medical system?
- 8) What do you feel needs to happen to change this country's PAINDEMIC®?
- 9) What is an example of a behavior consistent with the antiPAIN Lifestyle, which could help pain?
- 10) You have been called the "Challenge Doctor." How does that relate to PAINDEMIC®?

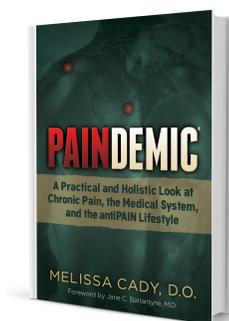
“The book PAINDEMIC® reads almost as two; a guide for health care providers and a guide for patients. On one hand, it is a very good reminder to medical professionals that not having an answer does not necessarily mean you can’t help your patients. I hope this book will encourage and expedite a greater collaboration between mainstream and alternative professionals, which is just beginning to happen. On the other hand, PAINDEMIC® is an excellent guide for patients to take control of their health and become active participants in their wellness. Medicine, health, and wellness care must be led by patients themselves and facilitated by the professionals from whom they seek care.”

—Kerri Brooker, D.C.
Chiropractor, Winnipeg, Canada

MORE ABOUT THE BOOK

With over 100 million Americans suffering from chronic pain, it is no surprise that an increasing number of pills, injections, and surgeries have been offered by the medical system. Yet, the real tragedy is not only how many people continue to suffer, but also the number of opioid overdose deaths that occur from merely treating symptoms. Unfortunately, most of what is offered to patients is a direct reflection of what the medical professional has been taught or what is better reimbursed by insurance companies. What is “sold” to patients can turn out to be unnecessary, not helpful, or perhaps harmful. There is no doubt that extensive profits are made from lack of patient education and narrow-minded approaches.

There is a serious lack of understanding with respect to pain, the potential causes of this complex phenomena, and the lifestyles leading to this invisible yet costly burden to society. Physicians sorely need training in biomechanics, connective tissue, the nervous system, and beyond; yet, many other health professionals intuitively understand the benefits of some of these less concrete realms of medicine. Mitigating successful efforts by non-physicians to eliminate pain does not help the medical field improve their understanding. In other words, what well-intentioned physicians do not know could inadvertently hurt you. Until science and health professionals have a more complete understanding of pain, it would be wise for patients to be better informed and pursue the antiPAIN Lifestyle. This way of living empowers patients to take an active role in their own health and to engage more appropriately with the medical system while minimizing risk.



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PAINDEMIC®

www.PaindemicBook.com

“Dr. Cady uses her book to educate patient and physician alike...”

—Jane C. Ballantyne, M.D., F.R.C.A.
President of Physicians for Responsible Opioid Prescribing (P.R.O.P.)