

Profile

Jason Deitch, D.C.

Staying healthy is a prescription for getting rich in today's economic climate, says local author

By Arthur Lightbourn

Now, your mother might have told you that you can do anything as long as you have your health.

Jason Deitch goes one step further.

He's convinced that, in today's economy, staying healthy can make you rich.

In fact, the 39-year-old chiropractor has co-authored a book that devotes 381 pages to convince his readers of the truth of that proposition.

His book, *Discover Wellness: How Staying Healthy Can Make You Rich* (Center Path Publishing 2006), argues that the current health care system with its emphasis on illness detection and drugs rather than the promotion of wellness has created America's current health care crisis, with excessive medical expenses resulting in 50 percent of bankruptcies in the U.S.

Health care spending in the U.S. is more than four times the amount spent on national defense and almost 40 times the amount spent on homeland security.

And, he points out, experts are predicting that unless the current trend is reversed, retiring elderly couples will need \$200,000 to \$300,000 in savings just to pay for the most basic medical coverage.

But not to despair.

Deitch and his co-author Bob Hoffman, president and CEO of The Masters Circle, have come up with loads of suggestions to make you healthier, happier and, yes, they say, even richer.

We interviewed Deitch in his home and office set among other million-dollar residences on a quiet, tree-lined street in Carmel Valley where he lives with his wife, Melanie, and their two sons.

The family moved to Carmel Valley from the Bay Area nine months ago for "a better quality of life for our family, two young kids and a third on the way."

Deitch is the Chief Wellness Officer for two organizations: The Masters Circle, a New York-based coaching and practice-building firm for chiropractors and other wellness professionals,

and WellCall, a wellness coaching firm for employers who want to provide wellness programs for their employees. He's also the founder of the Discover Wellness Center (www.discoverwellness-center.com), an online wellness coaching center for consumers.

He was a practicing chiropractor for nine years in Oakland, California.

Deitch stands a towering 6-foot-5, weighs 222 pounds, has black hair and brown eyes, and keeps in shape with frequent workouts at the gym, and by practicing all the things he recommends in his book for keeping healthy, including watching what he eats (loves salads, chicken dishes, fresh fruits and vegetables) and what he thinks (all positive stuff including affirmations).

On the subject of affirmations, in his book, he recommends that his readers should create their own, but to get them started he offers, among several others: "I am an irresistible magnet with the absolute power to attract into my life everything that I desire. My life is a huge success!"

Given the title of his book, we had to ask the obvious questions:

Are you healthy? And are you rich?

"Yes," to being healthy, and "Depends on how you define it" as to being rich.

How does he define it?

"Rich means that you have the freedom that you want in your life, first and foremost. I believe it was JFK who said, 'Your first wealth is health.'

"But it also means 'financially well off,'" he said.

"I don't have the financial abundance that I aspire to," he added, "but I'm not sure I'll ever be at that point because I believe in constant, never-ending growth. But, yes, I do feel rich in many, many ways.

"And yes, I'm financially well off."

In his book, he lists "Ten Steps to Wealth through Health." We'll provide the list later in his profile, but first....

Deitch was born in Skokie, Illinois, did much of his growing up in New York City and later in

Coral Springs, Florida, where he attended high school and played on the Taravella High School basketball team.

"Wasn't very good," he admitted, but they weren't about to cut anyone who was 6'5" from the team.

His father for many years was in the women's apparel business. "When I told him I wanted to become a chiropractor, he told me I was absolutely crazy. We had a conversation for about a year and a half, pretty actively, until he finally decided to try what I was talking about for all this time and about two years later, he called me up and said he decided to go to chiropractic school. And at 55 years old, he went back to school.

"He called up my brother who was playing professional basketball at the time in Israel and said, 'I've decided to go to chiropractic school' and my brother's first words were: 'Can I go with you?'"

Deitch's father, Norman, is a practicing chiropractor in Carlsbad, and his brother is a chiropractor in Mill Valley in the Bay Area.

All told, in Deitch's family, including in-laws, there are seven chiropractors.

After graduating from Northeastern University in Boston with a B.S. degree in business administration in 1991, Deitch earned his D.C. (Doctor of Chiropractic) from Life University, Atlanta, Georgia, in 1996.

His interest in things chiropractic, he said, started when he was 8 years old and his uncle, Alan Davis, "gave me my first adjustment."

From that time on, he became hooked on the benefits of a good posture and a healthy spine.

As a chiropractor, he believes that a misaligned spine impacts the central nervous system and can lead to all sorts of health problems. "The alignment of the spine and nervous system has everything to do with your expression of health and wellbeing," he says.

"There are many misconceptions about what chiropractors are and what we do. We are basically natural health care providers that have the ability to help people improve the quality of their life naturally."

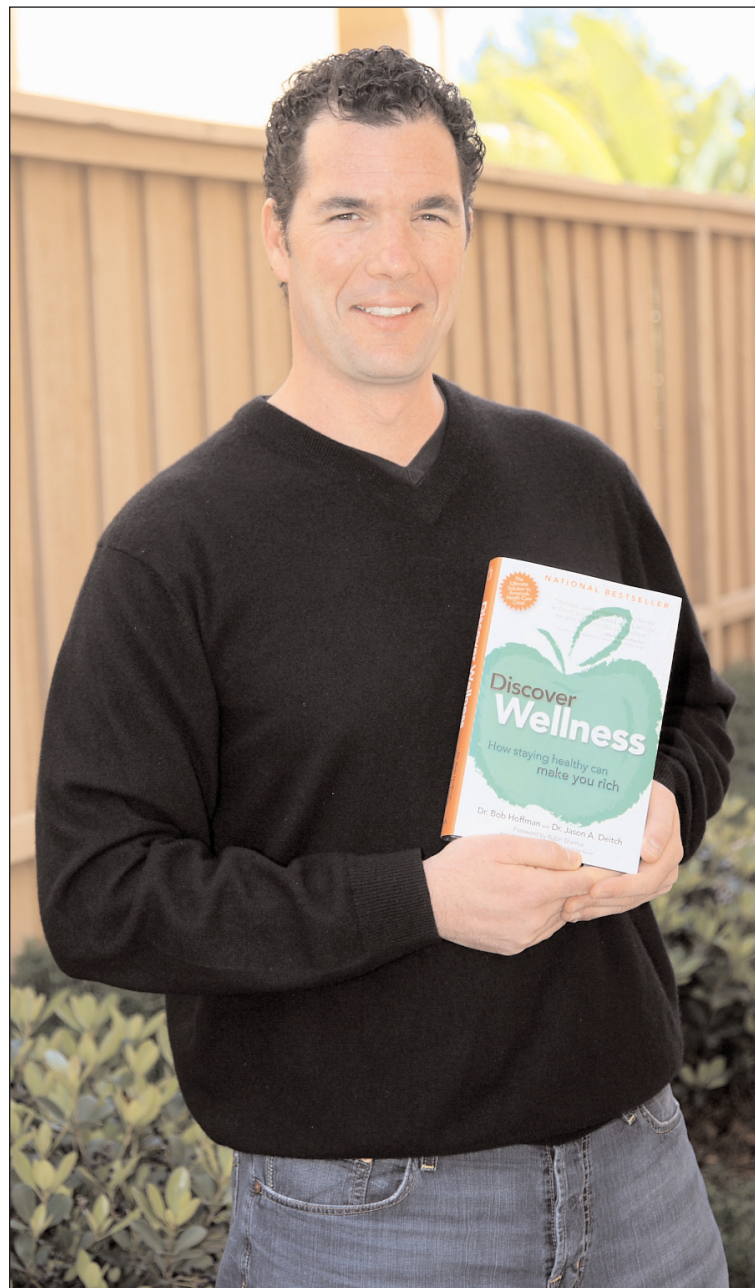
He has just completed co-authoring a second book, *Discover Wellness at Work*, written to help employers reduce their health care costs.

"And really our focus and ultimate goal is to transform our health care system which is economically devastating to our country ... and requires common sense and some solutions to help us get back on track," he said.

"The basic solution that I know is that we need more people to be less sick and the only way to have more people less sick is for more people to choose better health through better living."

Many consumers, he said, don't take responsibility for their own health and wellness.

"They go to their doctor, follow their doctor's directions, take the medications as recommended by their doctor and, in many cases, are convinced that's the right thing to do. But oftentimes



Jason Deitch, D.C., with his book *Discover Wellness: How Staying Healthy Can Make You Rich*.

Photo/Jon Clark

they overeat, under exercise, are over stressed, under sleep, and don't have enough love and compassion in their lives and...that's the recipe for chronic disease which is responsible for over 70 percent of our health care dollar."

His hope, he said, in addition to people taking responsibility for their health, is that doctors will adopt a wellness approach to health for their patients and employers will join in the effort by encouraging their employees to be healthy and by providing resources for them to do so.

His "Ten Steps to Wealth through Health" are as follows:

1. Stay well and fully fund a Health Savings Account as an additional retirement investment vehicle, which allows you to put away thousands of pre-tax dollars every year and accumulate that money over a lifetime.

2. Stay well and save the money that you would be paying for pharmaceutical co-payments...Put that money into your health savings account or IRA or invest it. Over time that money will grow with compound interest.

3. Get a part-time job exercising for money. Teach an exercise class at a local fitness center. You have to exercise anyway: why not get paid for it?

4. Redirect the money you spend on things that are destructive to your health into things that are constructive to your health.

5. Most employers have an arrangement with a local fitness center. If your employer is will-

ing to subsidize you, take the money that you would spend on a membership and invest it while staying well.

6. Most employers offer wellness programs such as smoking cessation, weight loss and stress management, and even offer incentives to participate...Take advantage of any incentives...take the money you would otherwise spend yourself and invest it.

7. Stop spending money on unhealthy fast food and prepare fresh wholesome meals at home and bring meals to work.

8. When you feel better, you will save thousands of dollars on over-the-counter medications that are just masking symptoms anyway. Stay healthier by not living on unnecessary medications and invest the money in your future.

9. Think about your performance at work. If you felt better and performed better, could you make more money? Would you have the energy to get a part-time job or turn a hobby into a home-based business that could provide additional income?

10. If you have a pre-existing condition and go to change your health insurance, unless you work for a big company, your condition can cost you thousands in increased premiums. Staying well will prevent you from paying these increased premiums. Invest the savings for your financial future.

Quick Facts

Name: Jason A. Deitch, D.C. (pronounced "Die-ch")

Distinction: A former practicing chiropractor for nine years, Deitch is the Chief Wellness Officer for The Masters Circle, a New York-based leadership-coaching and practice-building organization for chiropractors and other wellness professionals and for WellCall, Inc., a coaching firm for employers who want to set up wellness programs for employees. He is co-author of the book, *Discover Wellness: How Staying Healthy Can Make You Rich*.

Resident of: Carmel Valley.

Born: Skokie, Illinois. Grew up in New York City and Coral Springs, Florida.

Education: B.S. degree in business administration with a concentration on marketing from Northeastern University in 1991; D.C. (Doctor of Chiropractic) in 1996 from Life University, Atlanta, Georgia.

Family: Wife, Melanie, and two children: Coby, 6, and Noah, 4.

Interests: Family, exercising, music and travel.

Getaways: Bay Area, New York and Lake Tahoe.

Philosophy: "Life is meant to be enjoyed and lived fully. And everybody has the ability to do that."