

**FOR IMMEDIATE RELEASE**  
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**NEW BOOK PRESENTS ACCESSIBLE, PRACTICAL GUIDANCE FOR AVOIDING  
NATIONAL BANKRUPTCY WHILE IMPROVING INDIVIDUAL WELLBEING**

--*“Breaking the Iron Triangle: Reducing Health-Care Costs in Corporate America” Outlines A Sustainable Health-Care Model That Can Eliminate 70% of Unnecessary Medical Visits* --

(Columbia, Md.) — July 25, 2012 – The United States is facing a health-care crisis that threatens to bankrupt the nation and American corporations. Yet an estimated \$1.2 trillion of annual health-care expenditures can be avoided. [Breaking the Iron Triangle](#) brings a new perspective to health-care reform that moves beyond the limitations of the cost-quality-access triangle to offer a vision of a sustainable wellness-based future.

Part policy, part prescription, and all common sense, *Breaking the Iron Triangle* underscores the economic necessity for promoting wellness at the national, corporate, and community level and provides accessible guidance for achieving it in ways that would result in substantive economic savings and enhanced quality of life.

Building on successful case studies from the private and public sector, this book outlines a model for expanding the burgeoning corporate and entrepreneurial investment in wellness. It offers valuable practical guidance for corporate leaders looking to lower health-care costs, policymakers trying to limit the growth in government debt, social entrepreneurs seeking to make a positive impact on American life, and average consumers aiming to take control of their own health.

Based on more than 40 years of experience as a pioneering acupuncturist, healer, educator, and advocate for health-care reform, author Robert M. Duggan asserts that the cost structures of American health care cannot be changed without re-examining the fundamental assumptions about what it means to be healthy. Only by shifting the focus of health-care dollars from disease-management to empowering individual wellness can costs be reduced effectively while expanding the quality of healthcare – and life.

Published by Wisdom Well Press, *Breaking the Iron Triangle* is now available in hard cover and as an eBook through [Amazon.com](http://Amazon.com).

**About the Author:**

An acupuncturist, healer, and educator for more than 40 years, Robert “Bob” M. Duggan is a pioneering leader in the emergence of complementary medicine and a groundbreaking voice for wellness in the United States. Duggan is the co-founder, president emeritus, and a faculty member of the Tai Sophia Institute, the first accredited acupuncture school in America, and now a leading

graduate school for integrative health and wellness. He has served as an advisor to policymakers and organizations, including testifying before the Senate Committee on Health, Education, Labor, and Pensions, and as a speaker at the National Institutes of Health (NIH), the White House Commission on Complementary and Alternative Medicine, and TEDx events. Duggan's first book was *Common Sense for the Healing Arts*.

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