



**The Social
Zone™**

**Re-imagining holism
& healthcare**

A WHITE PAPER

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The Essence of a Zone

The term zone is defined as an area distinguishable from its neighboring parts by some notable feature or element.

From an early age people learn to digest their daily lives in plausible parts, rather than immediately assume the enormity of comprehending things in their entirety. In fact, it may be fair to say that dividing our world into zones is part of our culture and modern upbringing.



However, at what point does the desire to compartmentalize lead to fragmentation, isolation and inefficiency? For example, contemporary US healthcare has been described by some as fractured and inefficient- populated by an increasing array of specialists, each hyper-focused on a particular disease state or body part. And, while specialization can lead to increased expertise, a focus on isolated treatment for individual body parts can create therapeutic silos.

Earlier we noted that zones are typically linked by a notable feature or element. And, that people, from a very young age learn to accept, perhaps even prefer to digest their world in plausible parts. Returning the conversation to healthcare delivery, is it plausible to re-imagine how we approach the treatment of specific, neighboring, mutually dependent physiologies- viewing them as a physiological zone, not simply adjacent but unrelated parts?

Such a zone would require that the physiologies in question possess a level of symbiosis and that when observed together, as a whole share an unmistakable commonality.

Addressing this re-imagination, what do you see when you look in the mirror or join a video meeting? In terms of a zone, what individual parts have such a clear commonality that you, or those looking at you instinctively perceive them as a single area, as a whole?

Here we advance the idea that the Head, Face, Mouth, and Neck share such an unmistakable commonality and social grouping that they are automatically and inherently recognized collectively, as a zone – The Social Zone™.



Together as One

In today's "consumerized" world we are bombarded with stimuli focused on youth, vitality and lifestyle. It would be hard to argue that any area of our bodies receives as much attention from Madison Avenue or society in general as The Social Zone. It's a modern reality that every day, all of us are perceived, judged, scrutinized, included or excluded by groups and individuals based on our outward persona.

While each physical component of The Social Zone (Head, Face, Mouth and Neck) is meaningful in its own right, no one area is dominant or can make up for disharmony or perceived deficiencies in the others. The Social Zone, together as one, is what people see and is what reveals who we are inside.

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The Social Zone as a System

A clear trend in health & wellness is the shift towards systemic health. Holistic thinking in modern medicine is the market driving force that is remodeling healthcare as we know it- breaking down traditional silos and incentivizing collaborations among providers, their respective treatment teams and suppliers.



It's now generally accepted that, due to the adjacencies and synergies shared by the Head, Face, Mouth and Neck that The Social Zone represents a true dynamic system and is not simply a collection of neighboring but unrelated parts. Understanding The Social Zone as a system now prompts providers to consider expanded offerings and/or professional collaborations- all in pursuit of satisfying consumer desires and going beyond the self-limiting mindset of performing isolated treatments for individual components.

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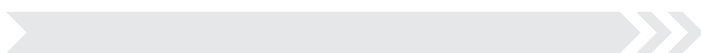


Predictive Indicators in Nature

As a simple illustration, a bloom is the most visible and emoting part of a flower and perhaps the best indicator of a plant’s overall health. In care of the plant’s dynamic system, we groom and prune each flower petal then carefully water and nourish the soil.



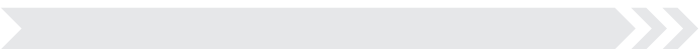
And, just as the health of a flower extends beyond its visible bloom, the vitality of The Social Zone transcends mere appearance. In the collective, the Head, Face, Mouth and Neck can serve as a predictive indicator, including but beyond aesthetics- potentially reflecting the state of our systemic or whole-body health.



The Rise of Full Face Fitness

Full Face Fitness™ is the newest and most exciting sub-specialty in health and well-being- completely dedicated to the vitality of The Social Zone. As both a consumer movement and a market-driving mindset, Full Face Fitness lies at the intersection of professional care, Guided Self-Care™ and lifestyle choice.

Utilizing a holistic inside-out and outside-in approach progressive providers, in a variety of specialties and disciplines are embracing the idea of The Social Zone as a dynamic system and a true bellwether of whole body health. Driven by this understanding these Social Zone Specialists are now expanding their services and /or local collaborations to include and affirm the inclusion of harmony, balance and holism in daily patient care. Among these service or co-operative expansions are Guided Self-Care, coaching on nutrition, as well as stress and sleep management.



Social Zone Specialist

The Social Zone Specialist is a new professional designation for health & wellness providers aimed at showcasing their commitment to integrative thought in health, healing and well-being.





This designation is awarded to providers that publicly declare that they are proponents of The Social Zone as a system and that they actively and purposefully consider the harmony and balance of The Social Zone's four Physio-Sectors (Head, Face, Mouth and Neck) in their patient/client care- independent of their trained specialty.

Thus, a provider trained in a given health specialty may opt to A) provide expanded services themselves or B) establish networks that include care givers trained in the other Physio-Sectors.

In the end, the goal of The Social Zone specialist is to be the evangelist for holism and to demonstrate an understanding that the Head, Face Mouth and Neck are interdependent and that The Social Zone can be a predictor of whole body health.

If you believe this designation would be of determinant value or want to discuss this program further then please fill out the simple form here and we will set up a time to discuss this in more detail. Thank you for reading this paper on The Social Zone.

Name _____

Practice Name _____

Website _____

Healthcare Specialty _____

Expanded Services of Interest _____

Best Method of Contact

Phone _____ Email _____

If by Phone, Best Day and Time _____

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