



EPISODE TWENTY-TWO Rethinking Medicine

WITH DR. WILL COLE

Leading functional medicine expert Dr. Will Cole thinks his being tagged as a “disruptor” says more about the field of medicine than about his own mindset. Now, he’s flipping the script on how healthcare is delivered by empowering patients to stay healthy, focusing on preventing disease rather than treating patients after they fall ill. On this week’s episode, learn more about functional medicine and why Dr. Cole believes the democratization of information can lead to ownership, autonomy, and innovation in healthcare and beyond.

THEMES & INSIGHTS

1. Throw away the notion that there can be “too much information.” Information empowers others and leads to better collaboration and new ways of thinking.
2. If the system is broken, we need to fix it. And if the system is broken for a long time, it can only be fixed by looking from a new vantage point to get a better perspective.
3. A disruptor is not discouraged by criticism because they are going against the flow. After all, things that were thought to be radical before became very basic information over time.



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[Will Cole](#)

COMBUSTION QUOTES

- “I don’t think of myself as a disruptor. My head’s focused on getting my patients healthy. I’m a peace maker by nature. If that’s disrupting the system, I think that says more about the system than me and what we’re doing.”
- “The democratization of this information is really powerful. I think that’s why you see more and more people are aware of functional medicine like never before, because it’s spread like a good virus around the internet.”
- “It’s a sad state of affairs when getting somebody healthy is controversial. And it is disruptive to the system that’s largely designed to diagnose the disease and manage that with medication. And that’s really the only option.”

RESOURCES

[THE FUNCTIONAL MEDICINE APPROACH](#)

[THE INFLAMMATION SPECTRUM](#)

[DR. WILL COLE SHARES HIS MORNING ROUTINE](#)