



Diagnosis: Stress; Perpetrator: Unknown

What if you are being treated in a practice with several doctors, but the doctor treating you does not tell you her/his name?

- You would not know whom to contact if you had any questions.
- If you needed treatment in another field of medicine, this expert would not be able to consult with his/her colleague.
- If you had suffered harm from a medication prescribed to you, you would not be able to hold anyone specifically accountable and responsible.

Would your problems be solved by the "digital patient file"? Certainly not!

What is not (yet) usual in the field of medicine has become established in companies and authorities of all kinds and will continue to expand if we go on accepting it:

- If you need information from a public authority office, you are increasingly likely to meet a digital contact person on the phone. If you are lucky, after a long wait on hold, you will be taken to the next level where you will be asked to "identify" yourself. No, the person you are calling does not have to identify themselves! And they don't need your name, just your numbers. Once you have identified yourself, a digital voice will explain to you what you can now do online if you are logged in. If you are lucky enough to be put through to a personal contact after all, you will often not be offered a solution to your personal problem, as these employees are not trained for solving individual problems. Mostly you'll get the advice "log in or send a written request...".
- If you receive mail from a company, more and more often it is not signed by a person, but with "Your ...team". Who is hiding behind "Your friendly customer service"?

The truth is:

Where there is no longer a human being, there is also a lack of empathy and responsibility. Any negative message can be communicated without conscience and without having to fear personal consequences. If a contact is anonymous, "nobody" is responsible for the content of the communication and its consequences. The more companies avoid or complicate personal contact, the lower the "risk" of complaints, objections and claims. The system behind it can continue to pursue its goals unhindered.

Communication from person to person is a basic human need. Ideally face-to-face, where people meet in person for a conversation or at least talk to each other on the phone. If this is intentionally blocked, the person at the other end is left alone. This causes stress in the first place, which then turns into aggression because attempts to be heard go nowhere, until the whole thing finally ends in helplessness and resignation.

This brings us full circle to your health. Research has shown that the factors mentioned above are poison for your immune system.

What can you do?

- Support companies where real people still communicate with you by name and it is easy to contact this person without detours. Recommend them to others.
- Vote with your wallet (this seems to be the only thing that is still "understood" these days). If possible, switch to companies that still understand the word "service by people for people" in its original sense.
- Be visible and approachable as a person in both business and private life. If you can reconcile your actions with your conscience, there is no reason to hide. Perform your service as a person for people by living what characterizes a person - empathy, conscientiousness and love - in your everyday life and thus being a role model for others.



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