

## Who is Thriver Health?

Hello! My name is Mike Reier, I am the founder and CEO of a new scrappy startup called Thriver Health. The company is founded on a very simple mission statement; provide and promote resources that help people help themselves. Despite the simple mission statement, the problem that we are focused on solving is incredibly complex. We want to help people find health, happiness, satisfaction, and peace.

## Why was Thriver Health founded?

I am what I call a “serial entrepreneur”. I have started a few other companies that were headed towards the same goal of facilitating self-fulfillment, but this is the first time I have established a company with this direct mission. This time its more important, and critical to achieve success. In the early days my companies were founded on idealism, today as I am older, the company is founded on need. Our society needs it, our world needs it, I need it. I am older now; idealism has been replaced by a very practical realty. If I don't fix myself soon, I will not live a very long life and I will miss out on the joys that life can bring.

Early on I was very active, healthy, and never gave my health a second thought. I was a boxer, a good boxer, I won a State Championship. Depending on the season I played football, soccer, or basketball at the same time. On an average day I worked out 4-5 hours a day. My body fat was 7-10%. I could run or ride my bike as long or as far as I wanted. I could hike, climb, camp, swim, waterski, snow ski. My body did whatever my mind told it to do. I had hobby's like landscape photography that drove me and resulted in great adventures.

Today not so much. “Life” has crept in, to the point where my body has limited my dreams, aspirations and desires. My body is hurting my ability to be a good person, dad, husband, friend, employee, and co-worker. That sucks. I need to get back to being myself. And I have for years. Unfortunately, I have found out how hard that is. But I haven't given up and I want to figure it out. So, as I struggle through this challenge, I thought I might as well help others like me figure it out at the same time.

There are a lot of “us”. We aren't what we used to be, want to better versions of ourselves. We try. We fail. We give up. We try again. We cannot figure it out. We read books, magazine articles, ask for advice from healthy friends. Its hard. It seems that different things work for different people, yet nothing seems to work for us.

To make it worse there is conflicting advice. I know I need to eat healthy and exercise. Some people promote a keto diet, some promote vegetarian, paleo, vegan.... On and on it goes. What should I do? What works for me? Then there is the exercise conundrum. There are days I feel so out of shape that I am worried even minor exercise might kill me. And I am always, tired. Why am I always tired? I struggle with depression, anxiety... there are days I just feel like a complete and total mess. Despite being in the healthcare industry for 12 years I can honestly say I don't know where to start.

I tried talking to my doctor about it. He asked me what hurt. But he could care less about who I am, what I have tried, what I want to do, what I can't do, what I feel like I should do, or should not do.

My doctor is a nice guy, I have been going to him for almost 20 years whenever something hurt. He's kept me alive, but if I were to give him a grade on helping me get healthier it would be a solid F.

But it's not all on him. *I keep failing.* He's given me advice, directives, and written a lot of prescriptions to control the plethora of issues that are wrong with me. But I don't want to be on all these drugs. They make me feel like crap. And I don't follow his advice. Why don't I follow his advice? I know I must make a change, or I am going to die. But I don't? Why don't I?

So what do I do? I try and I quit. I will try again. I am scared and I don't know what to do or who to talk to. **Then I was introduced to the idea of Advanced Preventative Care.** I started asking myself questions such as: *What do you want to do with your life, how do you want to do it, and what is in my power to make that happen? This is different.*

*Thrivers* is a preventative health organization that wants to help people help themselves. We want to enhance life and not just treat diseases. We want to help you be the best version of yourself.