

Top-down vs. Bottom-up Healthcare

By: Wayne Thompson

"America's health care system is neither healthy, caring, nor a system."

- Walter Cronkite

America's healthcare system is failing large portions of the population, especially underserved demographics, with gaps in access, personalization, and affordability—particularly across race, gender, and class. U.S. Census data shows most adults fall short of the CDC's physical activity guidelines, and at this rate, 500 million people will develop heart disease, obesity, diabetes, or other chronic diseases this decade. The current system is clearly ill-equipped to meet the nation's evolving health needs.

However, the future of healthcare in America will look very different. The traditional **top-down model**, where large institutions and government agencies provide reactive care, is giving way to a **bottom-up system**. In this new model, smaller, more agile businesses will deliver highly personalized health, wellness, and community services through digital platforms—supporting both proactive wellness and reactive healthcare. These businesses will use the internet's reach to serve overlooked populations, bridge gaps, and connect individuals with the support they need.

The rapid advancement of AI, no-code tools, and affordable computing power is also lowering the barrier to entrepreneurship. This will enable healthcare professionals to create more accessible, inclusive, and scalable businesses that fill the gaps large institutions have historically ignored.

Ultimately, this **bottom-up** transformation will make healthcare in America stronger, more flexible, and more responsive to the diverse needs of its people.