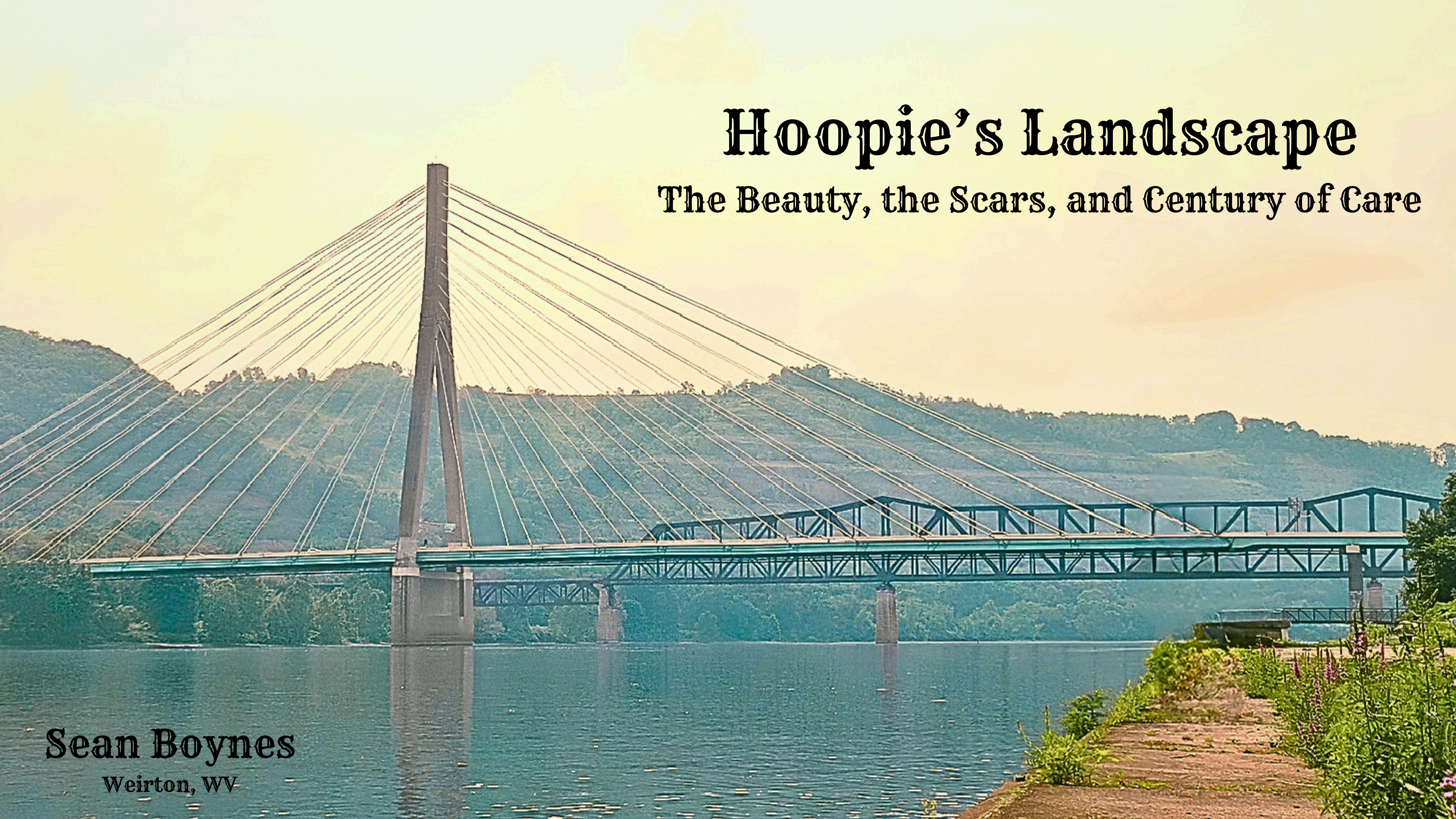




Hoopie's Landscape

The Beauty, the Scars, and Century of Care

Sean Boynes
Weirton, WV



Fred Miller
East Liverpool Ohio
Regional Historian

In Woke to Hoopie Culture, Miller explains that being a Hoopie is a distinct behavioral culture characterized by deep frugality, a knack for salvage, a love of foraging (hunting for persimmons, black walnuts, and paw-paws), and living "so far up a holler they had to pipe the sunlight in."

"Woke to Hoopie Culture" (Oct 18, 2021)





Industrial Roots:

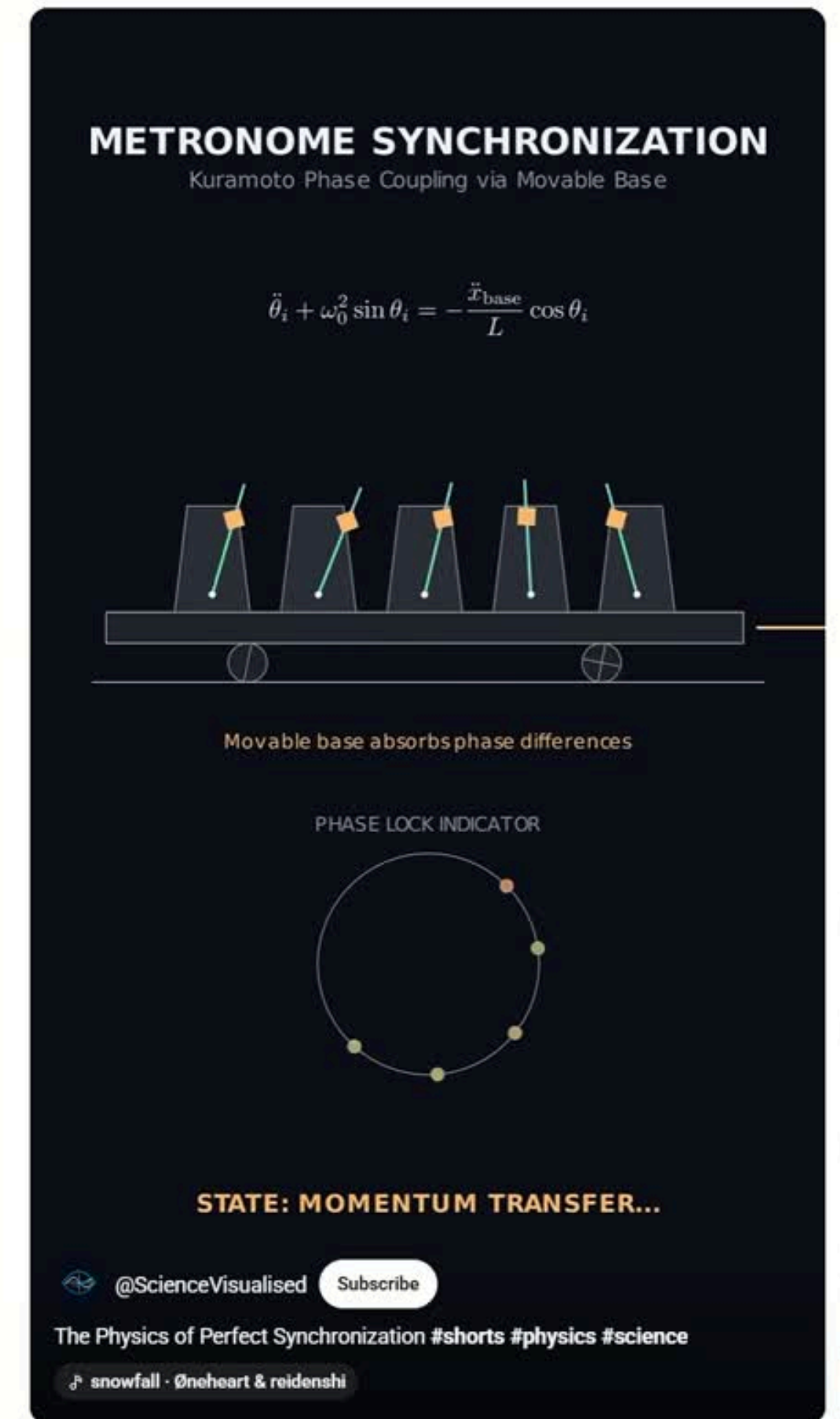
Originally a 19th-century nickname for rural West Virginian "hoop-polers" who harvested timber to build the barrels for the Upper Ohio Valley's booming pottery and shipping industries.

Cultural Identity:

Over generations, the term transformed from an outsider slur into a proud badge of local honor, defining the uniquely resilient, frugal, and river-oriented people of the tri-state areas.

Def: Healthy Community

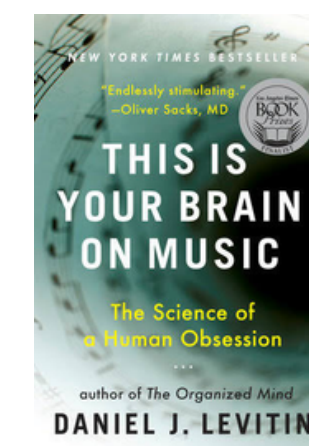
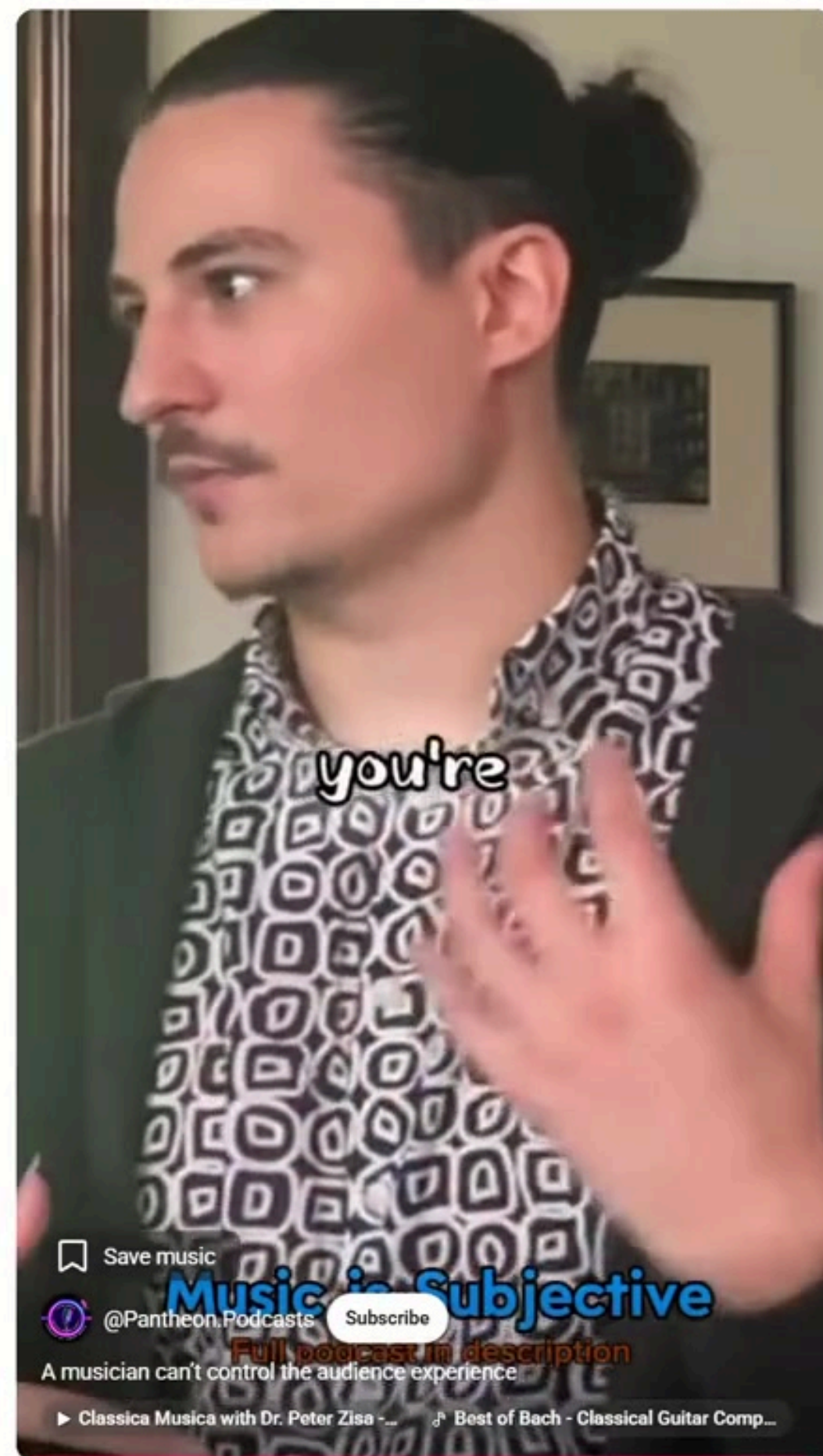
- What Makes a Community:
 - A community is healthy when its people and its environment find this shared, beautiful rhythm built from commonalities and ability to be self.
 -
- The Ticking Clocks
 - Imagine every person in a community is a little ticking metronome clock.
 - The floor they stand on is home soil—our towns, our water, and our local history.
 - At first, every clock ticks at its own random, chaotic pace.
 - Because the floor can move, the clocks slowly feel each other's energy and start clicking in a perfect, healthy rhythm.



Health needs to be an unbelievably flexible conduit if not...

- Too Far Apart
 - If a clock gets completely separated from the floor, it loses its connection to the group.
- Slamming Beats:
 - When people are left out, their rhythms start violently fighting against the rest of the community.
- Building the Fall:
 - Instead of helping each other hum, the out-of-sync ticks start shaking the floor too hard.
- The System Break:
 - If we don't help the separated clocks find the rhythm, the heavy shaking builds up until the whole community falls over.



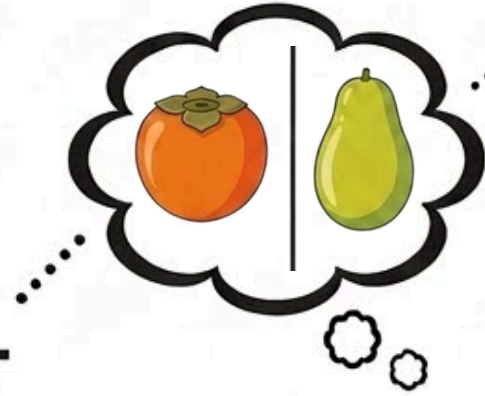


WHAT INFLUENCES TRUST?

Trust may be influenced by a variety of factors, some of which may be related to personality and disposition.

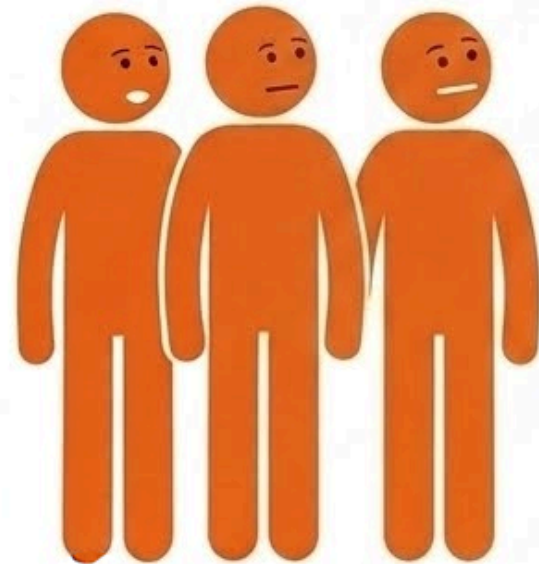
TRUSTWORTHINESS

Characteristics that support or inspire judgement free vulnerability.



TRUST PROPENSITY

One's inherent willingness to rely on others.



TRUST

A willingness to accept vulnerability based on expectations of a positive outcome.

The Common Sense Floor

The purpose of a system is what it does.

🌐 The Three Main Pillars of Cybernetics

:

- **Information:** How data is received, processed, and transmitted within a system.
- **Control:** The mechanisms a system uses to constrain or direct its actions toward a specific goal.
- **Feedback:** The continuous flow of **real world** information back into the system to correct errors and adapt to environmental changes.



Water is the driving force of all nature.

The Ohio River has been named the nation’s ‘second most endangered’ waterway. So what happens now?

A national group focused on clean water and river health has named the Ohio River the second-most endangered waterway in the U.S.

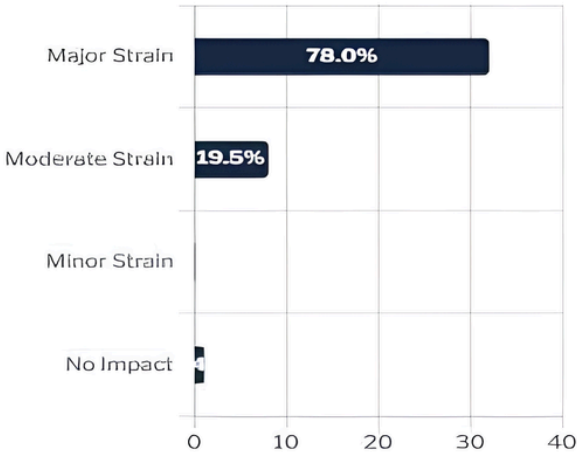


Bloodhound Media
4d · 🌐

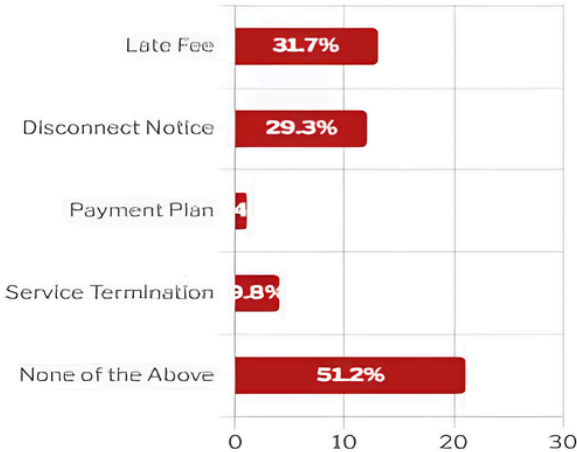
Weirton Area Water Board Survey Results



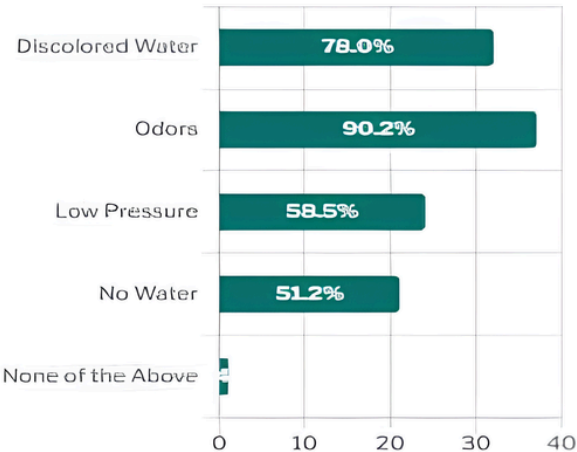
Impact of Rate Increase



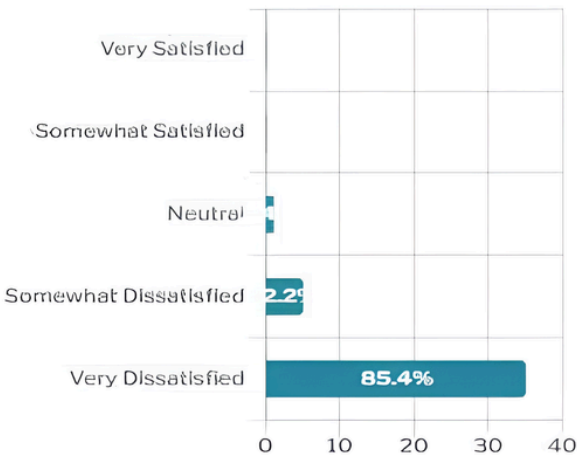
Water Bill Hardships (Past 12 Months)



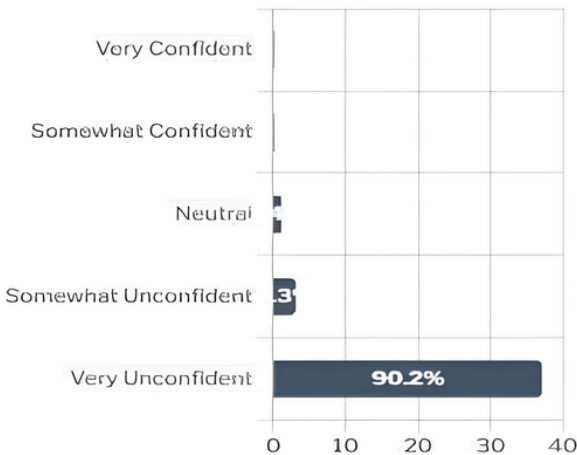
Issues Experience by Customers (Past 12 Months)



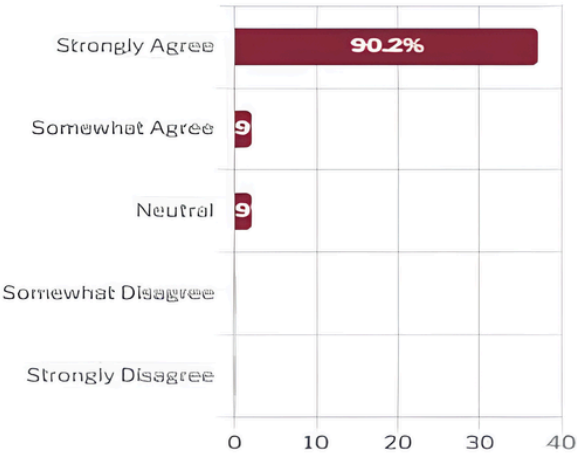
Overall Satisfaction of Water Utility Services



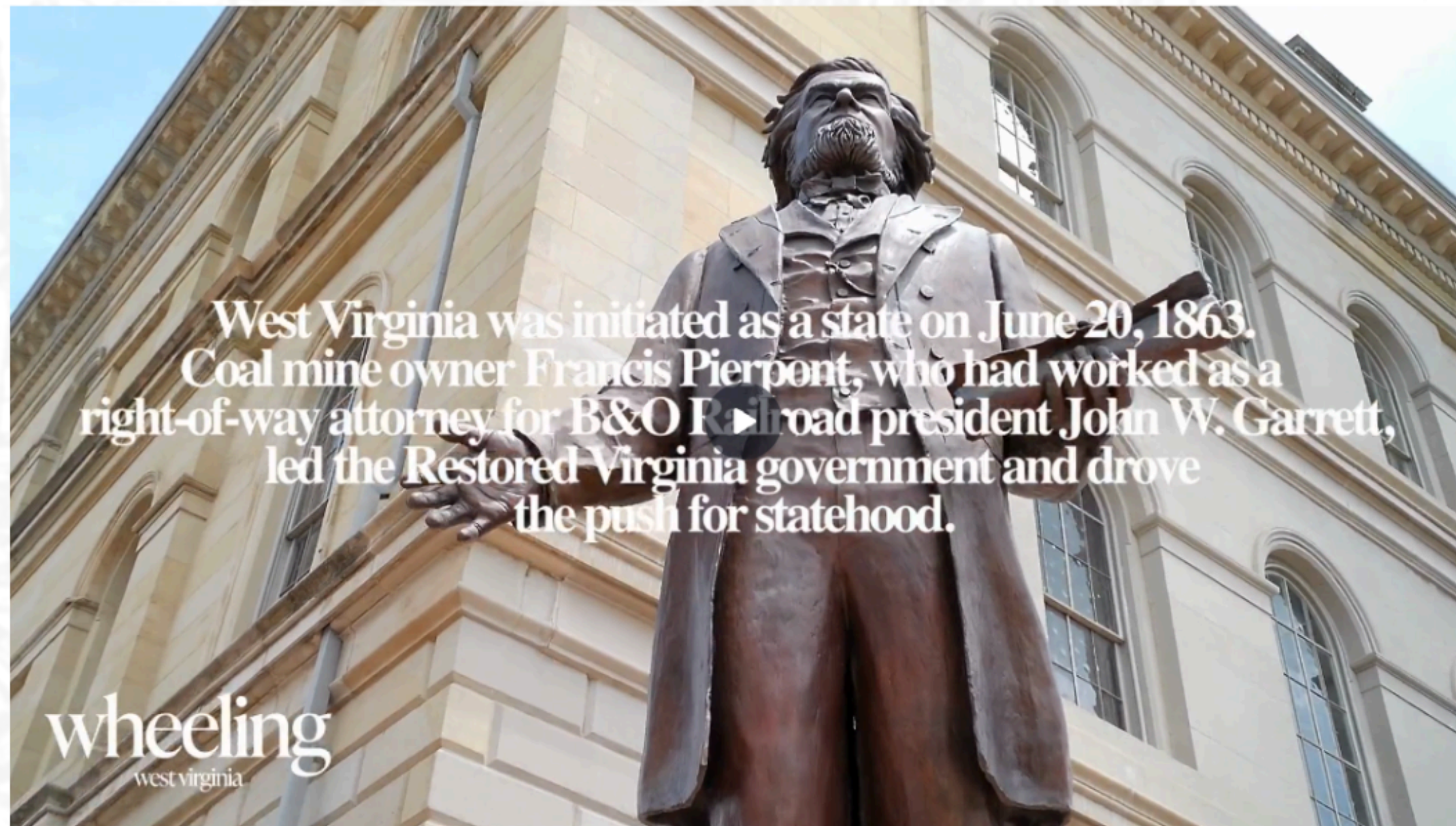
Overall Confidence in the Weirton Area Water Board



Need for Change in Leadership



Those that do not study history
are doomed to repeat it



That's some sweet oil...

- Sistersville's ultra-sweet, sulfur-free crude oil became the premier natural resource for early medical ointments and elixirs.
- Advancements in refining regional alkanes allowed scientists to synthesize the complex molecular blocks required for mass-produced pharmaceuticals.
- Today, Sistersville region operates as a global hub for high-purity medical silicone used in sterile tubing and implantable devices.



Weiss and Diebold (Sistersville) used the profits from Neuralgine (Wheeling 1901) to aggressively buy out other medicine brands. Most famously, after World War I, they purchased the American assets of the German giant Bayer

The Age of Scale

THE INDUSTRIAL TITANS

Rockefeller mastered vertical integration

Carnegie mastered industrial efficiency and consolidation

Large systems outperformed fragmented competitors

Scale became the dominant organizational philosophy

The question shifted from

"What works locally?" to "What scales nationally?"



THE CORPORATE SHAPING OF MODERN MEDICINE: THE JOHN HOPKINS ORIGIN STORY

THE FOUNDATIONS

B&O Railroad Stock
(University Mandate)



JOHN HOPKINS
(B&O RAILROAD WEALTH)

c. 1890

RAILROAD BANKRUPTCY



financial collapse

c. 1910 - University Endowment Dries Up

THE GOLDEN PARTNERSHIP

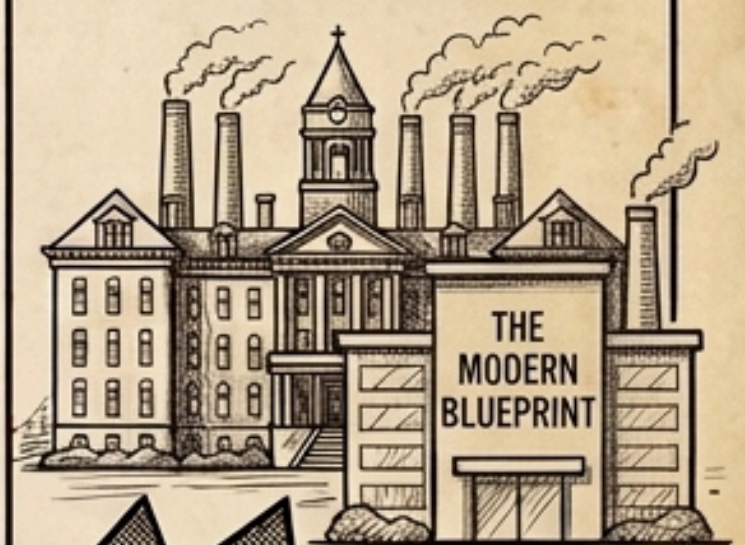
CARNEGIE & ROCKEFELLER PARTNERSHIP

Develops the
Strategic
Partnership



c. 1911-1915

THE MODERN BLUEPRINT TODAY



HIGH-COST
LAB-BASED EDUCATION

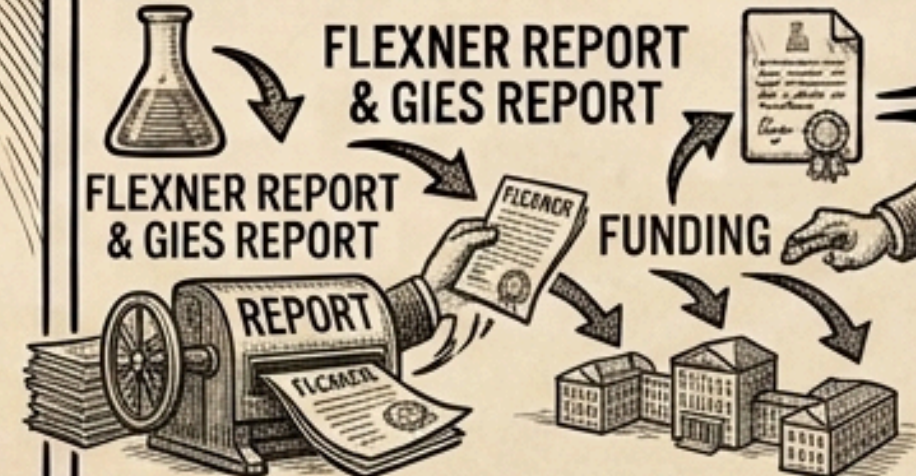
c. 1915-1950+



JOHN HOPKINS
UNIVERSITY & HOSPITAL



ROCKEFELLER (Standard Oil
Wealth) STEPPING IN
Rockefeller intervenes to
prevent complete closure.



ROCKEFELLER AND CARNEGIE
COOPERATE:
They use Flexner and Gies reports
to guide future funding.

IMPACT OF FLEXNER & GIES:



CORPORATE MEDICINE:
Corporate Industrial System

Industrial Philanthropy

1

**Carnegie &
Rockefeller**

(Funding Standardization)

Corporate Industrialization

2

**Standard Oil &
US Steel**

(Creating Corporate Medicine)

Financial Corporatization

3

Jack Massey & HCA

(The Fast-Food Scale Model)



MORE
PERFECT
UNION

THE CLASS
ROOM

Also among Nashville's
well-to-do is Jack Massey,

SUBSCRIBE

FAST FORWARDING TO TODAY...

The Franchise Blueprint Realized:

Modern dental care has completed the transition from a localized cottage industry to the almost-finalized, scaled Jack Massey franchise model.

The New Corporate Scorecard:

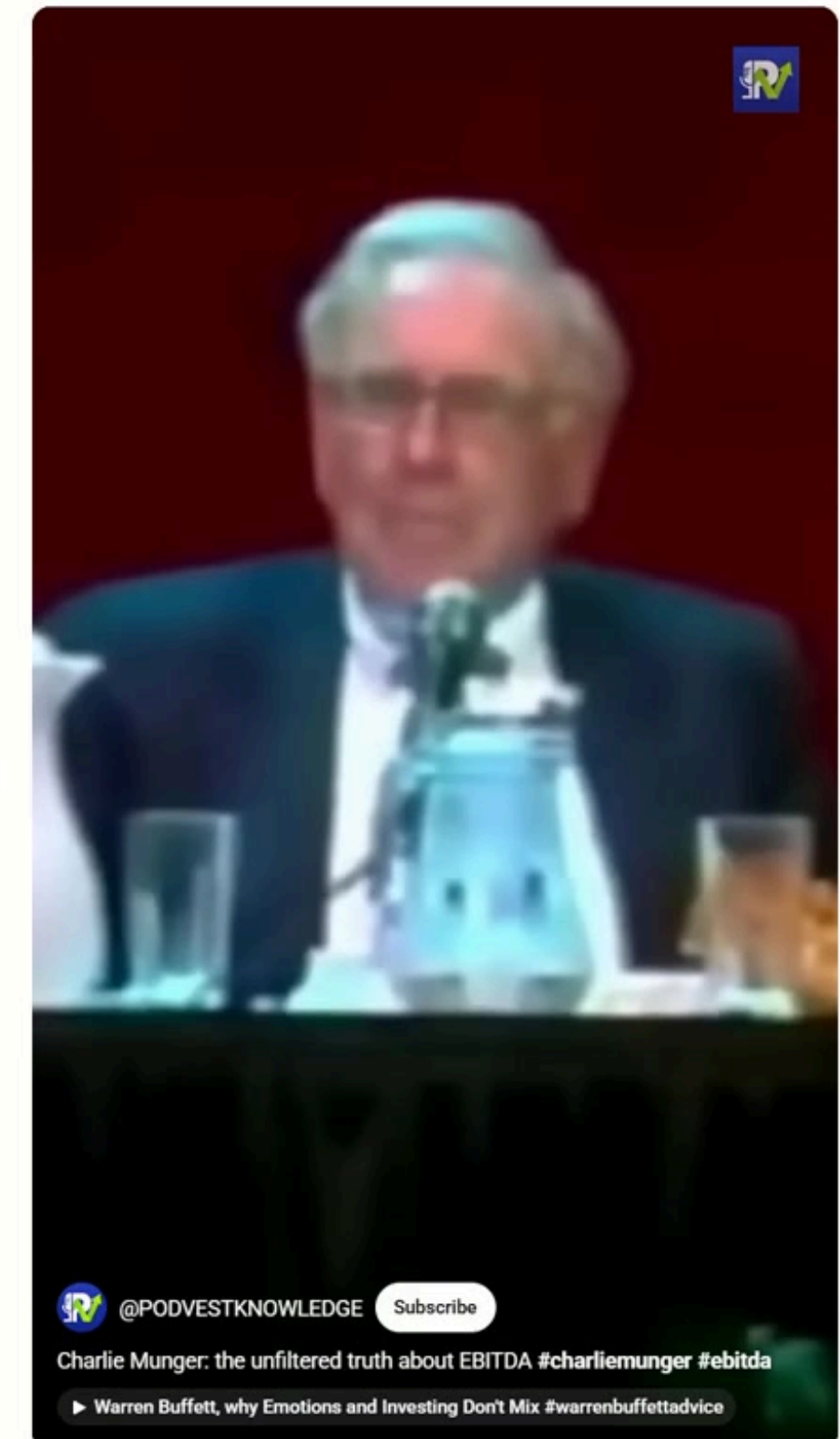
Individual practitioner autonomy is replaced by private equity systems driven by **EBITDA** metrics and hourly chair throughput.

The Standardized Assembly Line:

Artificial intelligence diagnostics, automated workflows, and expert-led, standardized treatment protocols have transformed the clinical practitioner into a highly managed unit of production.

The Closed Corporate Loop:

Skyrocketing education forces new graduates into significant debt, transforming universities into a predictable pipeline that supplies cheap clinical labor directly to financial sectors of the backed systems.



health executives confirm profit over health

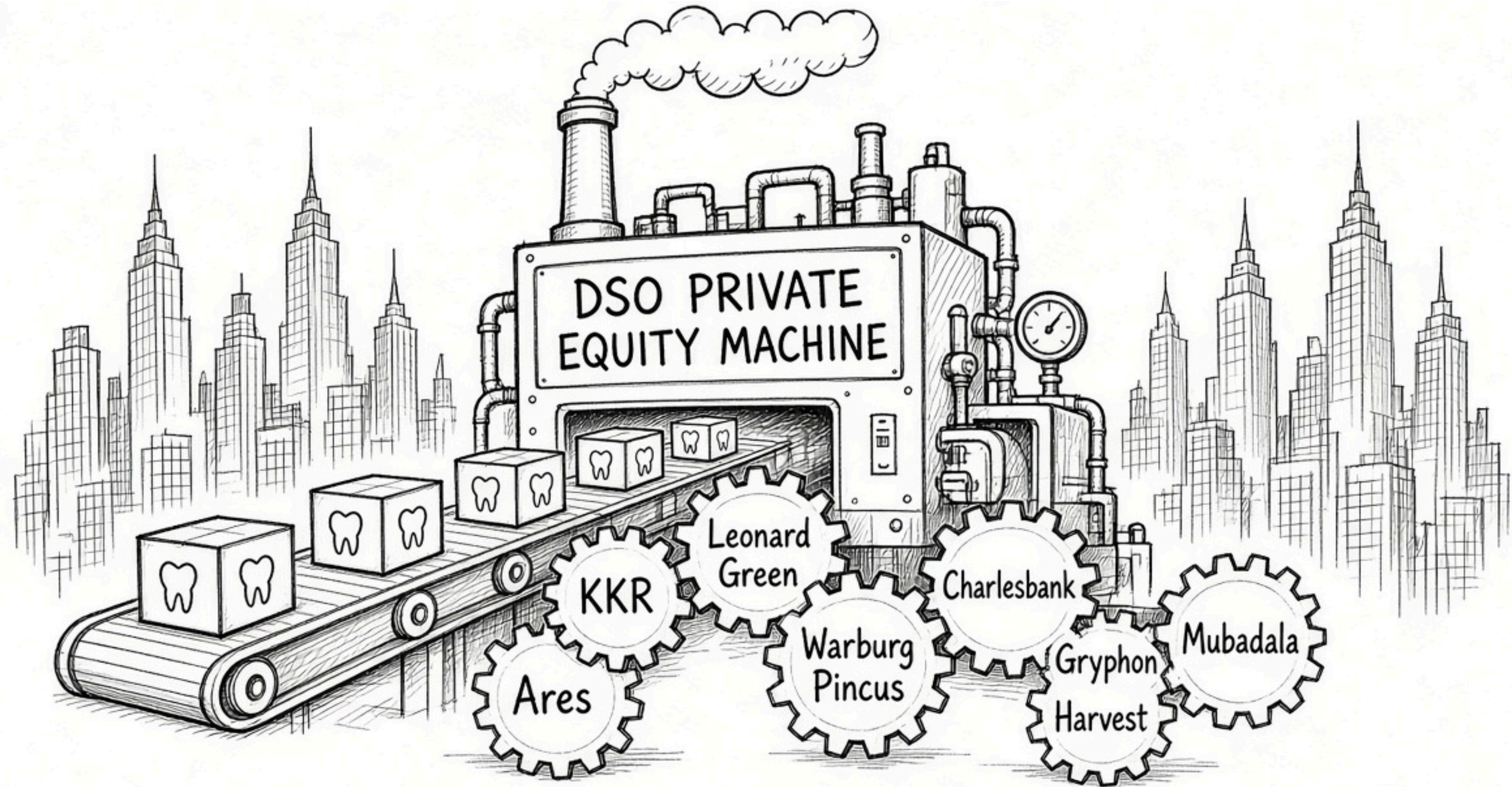
allegedly

tell americans to eat healthier, have less stress, and make more money



House Hearing on Health Insurance CEOs - Raise Your Hands





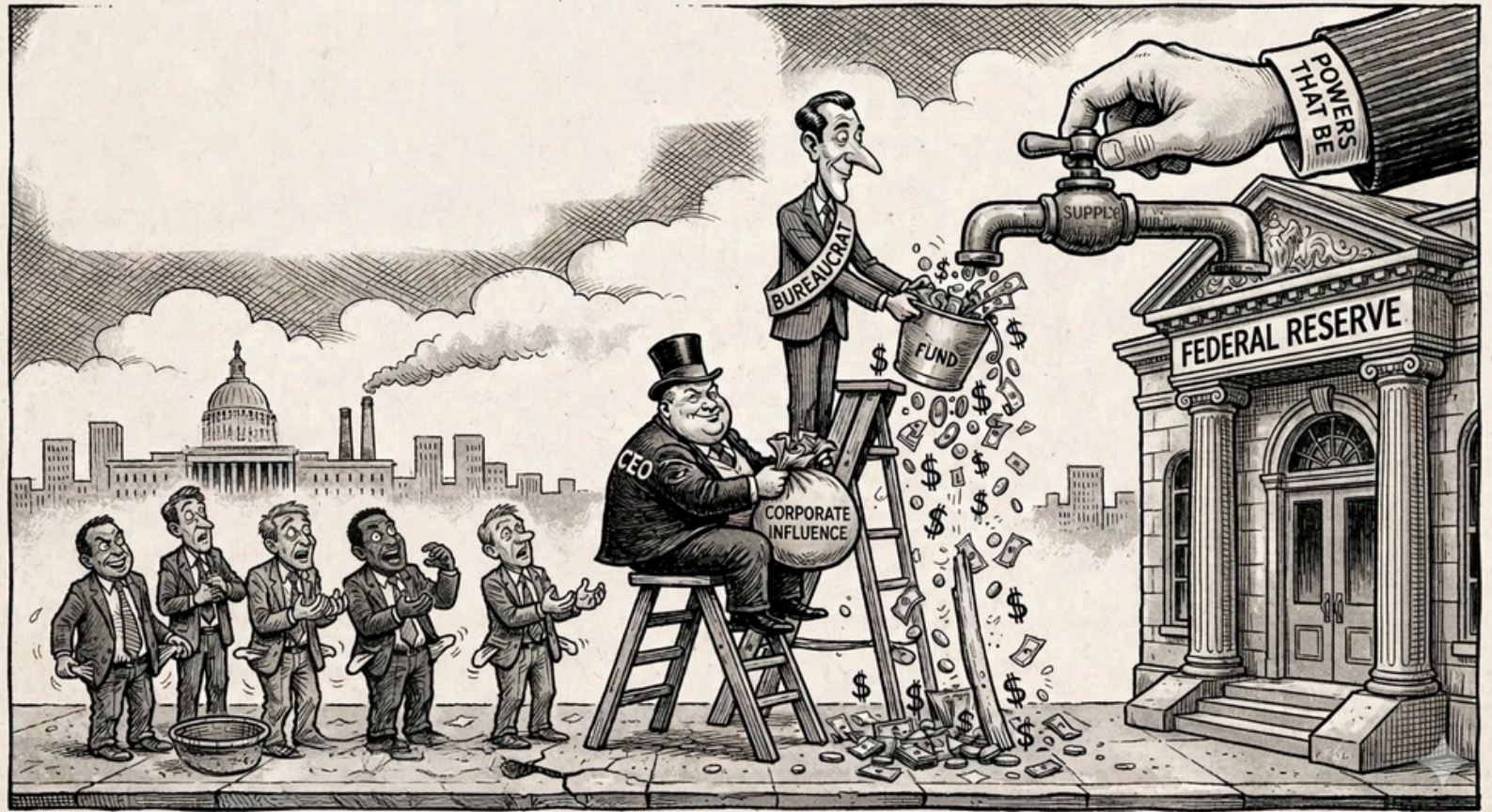
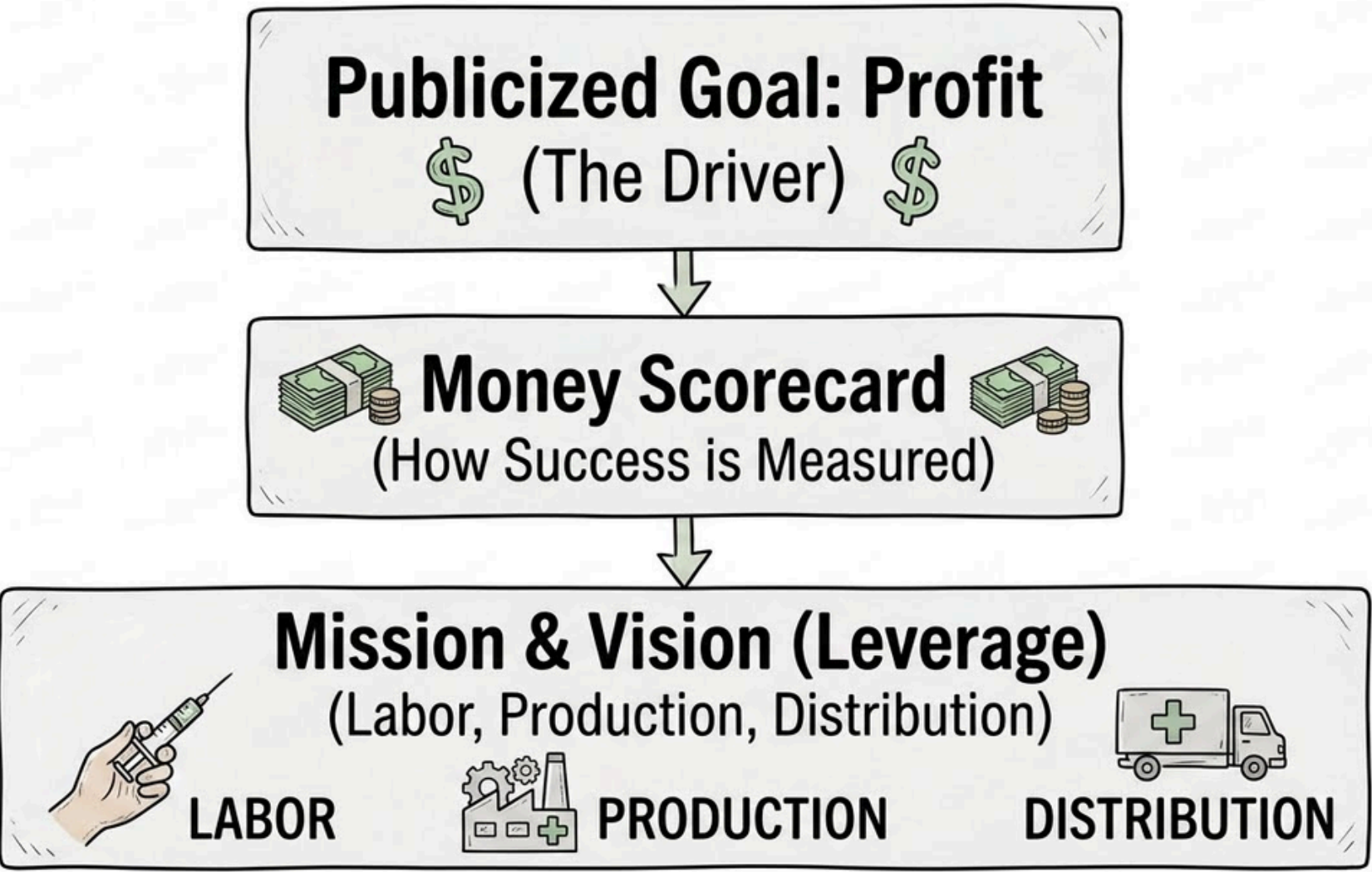
Vanguard • BlackRock • State Street • Institutional LPs

YOU BETTER WATCH YOUR PENNIES
SO THE BIG DOGS DON'T
BITE YOUR DOLLARS.



A downstream view of what makes it go...

THE PREVALENT HEALTHCARE SYSTEM VIEW



An upstream view of what makes it go...



BIOPHYSICAL SYSTEM VIEW

Power/Control: Market Share

⚡✊ (The Operational Goal) ✊⚡



ENERGY Scorecard



(How System Success is Actually Sustained)



Entropy & Resource Flow (Leverage)

(Labor, Production, Distribution)



LABOR



PRODUCTION



DISTRIBUTION

The Company Grid:

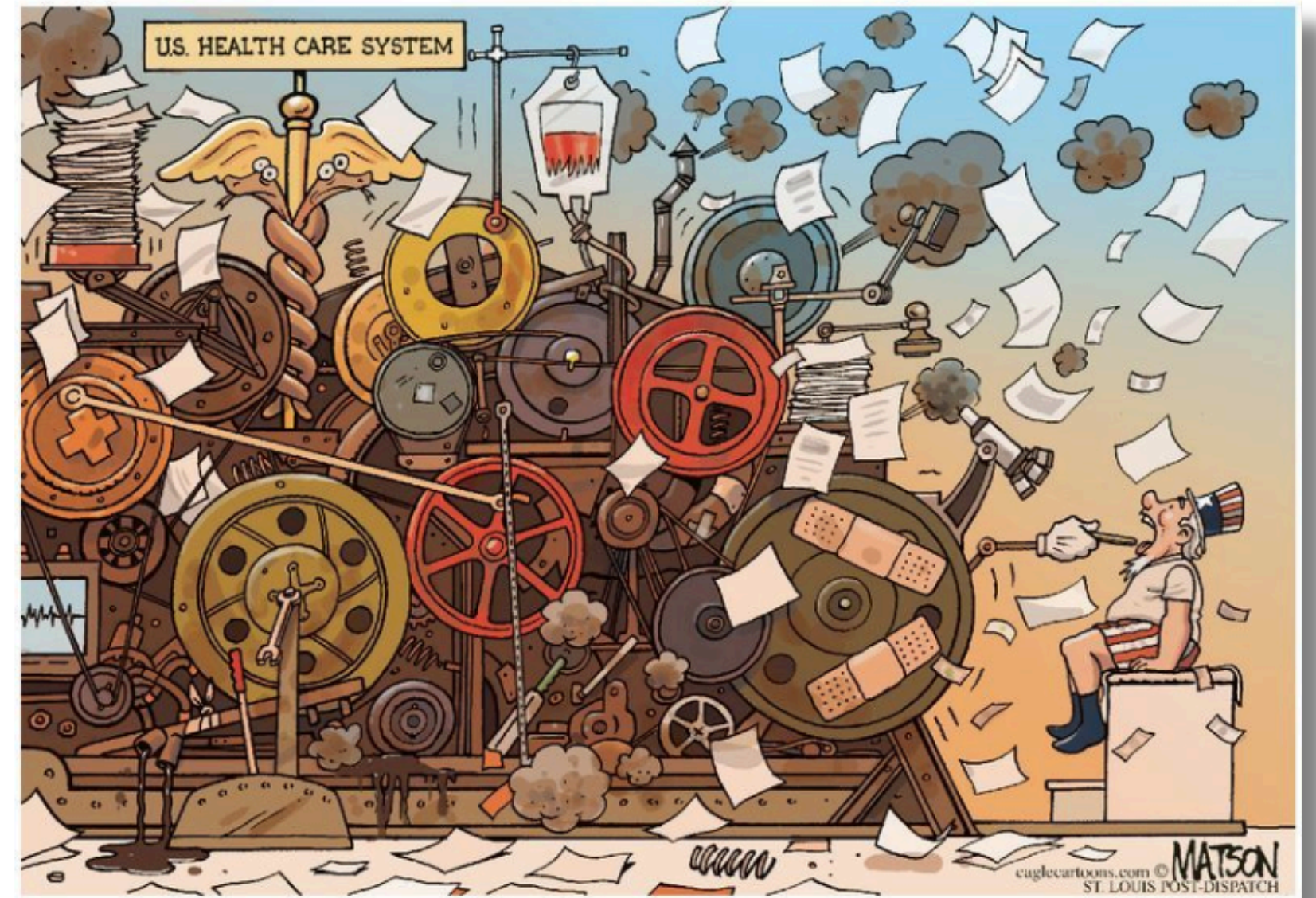
Energy as the Real Currency in an Owned System

Professional Role & System Value (WV)	Annual Gross Production (\$/Year)	Systemic Energy Transformed	Individual Biological Cost	System Efficiency %
Metropolitan WV Dentist	\$850,000	3.40 Billion BTUs	3.63 Million BTUs	0.11%
Rural WV Dentist	\$550,000	2.20 Billion BTUs	3.63 Million BTUs	0.17%
Metropolitan WV Hygienist <i>(Direct)</i>	\$180,000	720 Million BTUs	3.63 Million BTUs	0.50%
Rural WV Hygienist <i>(Direct)</i>	\$130,000	520 Million BTUs	3.63 Million BTUs	0.70%
Metro WV Hygienist <i>(Diverted Dentist Waste)</i>	\$250,000	+1.00 Billion BTUs Saved	3.63 Million BTUs	N/A (System Leverage)
Rural WV Hygienist <i>(Diverted Dentist Waste)</i>	\$180,000	+720 Million BTUs Saved	3.63 Million BTUs	N/A (System Leverage)

Metric & Evaluation	The Corporate Dentist	The Dental Hygienist
Metabolic Leverage Efficiency	Lower Efficiency (~0.08% - 0.17%) The dentist requires a massive economic engine surrounding them to transform their clinical calories into millions of dollars.	Higher Efficiency (~0.41% - 0.70%) The hygienist converts their biological calories into economic value at a much more direct, less capital-intensive ratio.
Raw Financial Extraction Value	Winner: Highest Volume They generate the final, high-dollar restorative treatments (crowns, bridges, implants) that keep corporate profit margins viable.	Runner Up: Lower Volume Preventive and hygiene billings are capped by insurance limits and time constraints, keeping direct volume lower.
Systemic "Gateway" Value	Dependent Asset Cannot extract high-value energy efficiently without a pre-sorted, clean pipeline of pre-qualified patients.	Winner: The System Ignition Key They screen, identify, and feed 75% of all restorative work into the dentist's operatory while actively shielding the dentist from low-yield tasks.

The Myth of Systemic Efficiency

- **The 99% Waste Reality**
 - When a system forces a dentist into a 0.1% metabolic efficiency window, the leftover energy isn't captured; it dissolves into bureaucratic heat loss, charting matrices, and insurance bottlenecks.
- **The Squeezed Buffer**
 - The system forces the hygienist to absorb massive physical entropy and repetitive strain just to shield the dentist's high-yield production pipeline from collapsing.
- **No Efficiencies Left to Find**
 - Corporate managers keep trying to optimize the clinical calendar, but you cannot squeeze more efficiency out of a human engine that is already running at a massive thermodynamic deficit.



WHAT IF THE COMMODITY CHANGES...

HYPER-INTEGRATION & BIG DATA

Moving from High-Throughput Labor to Predictive Population Health

The Evolution of the Asset

The industry scorecard has expanded beyond a model of physical real estate and human labor throughput, the primary scalable asset is now aggregated clinical data.

From Individual to Population Risk

Electronic health records, predictive analytics, and AI diagnostics allow systems to shift focus away from isolated, individual anomalies. Patients are categorized into standardized, predictable outcome groups to manage financial and clinical risk.

Forcing the Outcome Standard

To maximize systemic efficiency, integrated networks increasingly utilize algorithmic guidelines to steer treatment pathways toward pre-determined, validated outcomes. The system uses data to minimize variation.

The Clinical Dilemma

True doctor-patient discretion is nudged toward algorithmic compliance, where technology acts as an institutional guardrail ensuring every provider aligns with optimized, population-wide metrics.



ADA[®] Morning Huddle[™]

Is mini robot the future of crown placement preparation?

The Impending Obsolescence of Traditional Dentistry: A Forecast of Artificial Intelligence Integration and Its Transformative Impacts

[Aleksandar Naydenov](#)^{1,✉}, [Todor Uzunov](#)¹, [Ilia Liondev](#)¹

Editors: Alexander Muacevic, John R Adler

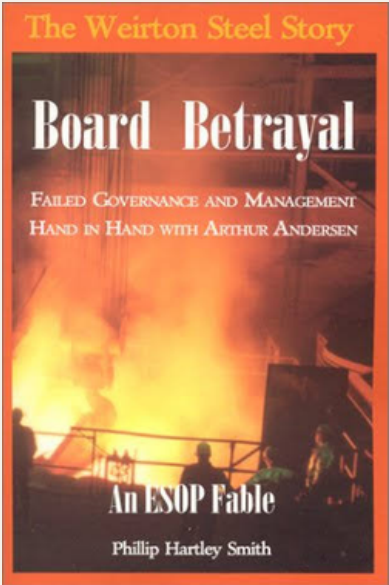
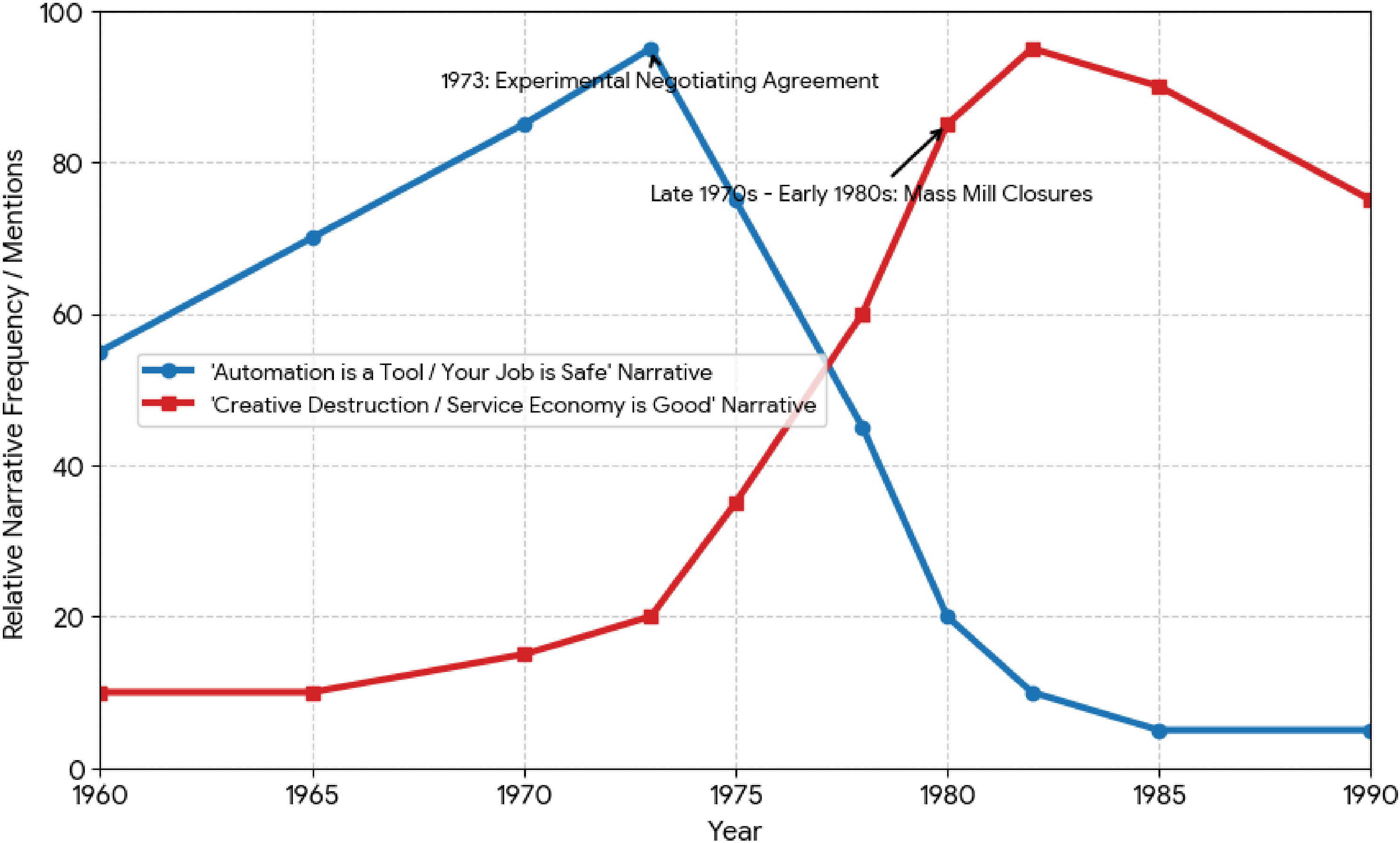
AI won't replace dentists or doctors... but it will replace those afraid to evolve.

Why AI Won't Replace your Dentist

Monday, September 8, 2025

AI is not replacing dentists — But it is redefining clinical responsibility

Evolution of Media Narratives in the U.S. Steel Industry (1960-1990)



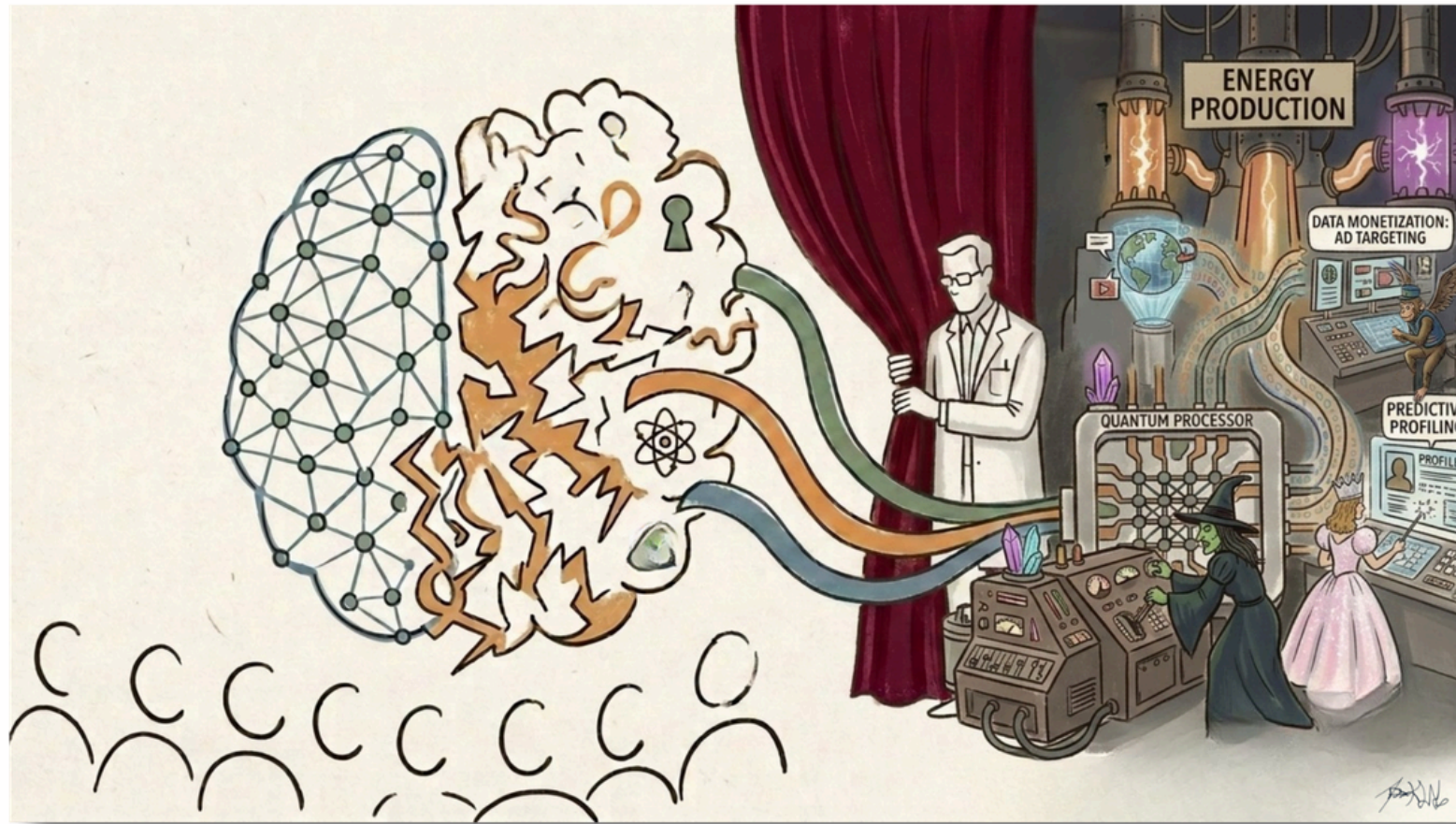
If the data's only measurin' how
hard the system's pushin' the help,
you ain't checkin' on the health...
you're just checkin' the hoops on a
busted barrel.



"You have a rare condition called 'good health'.
Frankly, I'm not sure how to treat it."



The Artist as a Data Infrastructure Conduit



- **The True Product:**

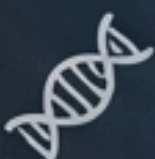
- The musician is not selling music; they are priming the pump for platform engagement. The real product being refined, packaged, and sold is the audience itself
 - specifically, their predictable future behaviors, sold directly to the highest-bidding advertisers.

- **The Double-Sided Broker:**

- Artists are simultaneously data collection tools for platforms (tracking who listens, when, and how intensely) and data purchasers (buying back hyper-targeted lookalike audiences via Meta or Google Ads just to reach their own fans).



Single Primary Care Visit Data Valuation Chart

Data Package / Asset Tier	Market Type	Est. Unit Value (Per Single Visit Record)	Commercial Packaging & Enterprise Value Strategy	Source Verification
 Tier 1: Base Structured Record (Demographics + ICD-10 Diagnosis)	 Legitimate B2B Data Broker	\$0.06 – \$0.50 	Sold in massive bulk cohorts (1M+ records). Stripped of names under HIPAA Safe Harbor. Contains basic codes (e.g., J02.9 Acute Pharyngitis) and demographics.	Forbes  Forbes Analysis, Fox News Tech Report
 Tier 2: Enriched Narrative Record (Base + Ambient AI Transcripts & Keywords)	 Legitimate B2B Data Broker	\$15.00 – \$45.00 	Premium Enrichment Margin Fuses raw billing history with full unstructured text logs keyword extraction. Highly valuable for training AI models or mapping real-world medical behavior.	 Intuition Labs RWD Analysis STAT News Market Guide
 Tier 3: Specialized Disease Record (Primary Care Referrals / Chronic Track)	 Legitimate B2B Data Broker	\$950.00 – \$2,000.00 	Scaled premium asset tier Occurs if the primary care visit yields a direct link to complex specialties (e.g., Oncology, rare genetic variations).	Forbes Analysis CB Insights RWD Study
 Tier 4: Stolen Medical Record (Full PII) (Full Identity File)	 Illicit Dark Web Market	\$260.00 – \$310.00+ 	Illegal Premium Contains full name, Social Security number, insurance ID, and birth date. Highly priced because a medical profile cannot be "canceled" or changed quickly like a credit card.	 Patient Protect Cyber Intelligence Report

Note: Data valuations are estimates based on market analysis and cybersecurity reports. Not actual financial advice.

Why Scaling Systems Doesn't Scale Health

1. HC DATA IS PASSIVE & DELAYED



2. OPERATIONAL FOCUS = REVENUE & EFFICIENCY



3. SMALL DATA UNLOCKS BIG DATA'S NARRATIVE



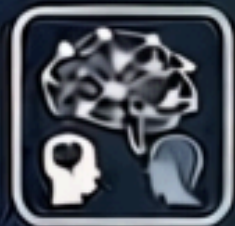


MUSIC CONSUMER DATA



SOCIOECONOMIC VITALITY

Hard behavioral data on disposable income & fan optimism through voluntary merchandise purchases.



COLLECTIVE CONSCIOUSNESS

REAL-TIME MEASUREMENT OF SYNCHRONIZED Neural States & EMOTIONAL ENTROPY during live



WELLNESS INFORMATION

Active analysis of genre shifts (e.g., changes along a spectrum of genres) to forecast emotional resonance; utilization of mood playlists to quantify the collective emotional state.

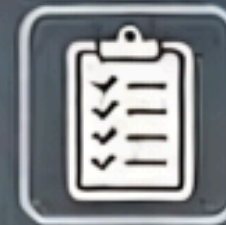


ORGANIC SOCIAL CAPITAL

Intangible biometric feedback, including shared euphoria, communal focus, and the group mind-state during a live show and online interaction (e.g., synchronized response to a song).

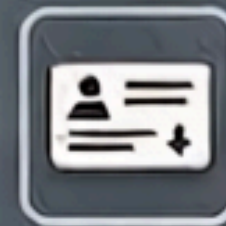
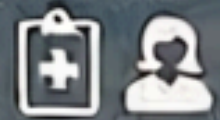
VOLUNTARY | BEHAVIORAL | PROACTIVE

HEALTHCARE DATA



CLINICAL PATHOLOGY

Static, annual clinical screening scores (e.g., PHQ-9 for depression) captured during a crisis.



DEFICIT-BASED TRACKING

Reactive recording of poverty status via insurance codes, defining health by absence of illness.



SELF-REPORTED MOBILITY

Patient-reported limitations typed into EHR only after a complaint of chronic fatigue or joint pain.



ISOLATION MEASUREMENT

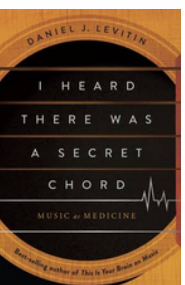
Binary tracking limited to ticking a box if the patient "lives alone," missing organic support networks.



REGULATED | CLINICAL | REACTIVE

The Ultimate Difference: Trust

A artist thrives on a data loop of voluntary, passionate engagement. A community health organization operates on a loop of bureaucratic necessity. To truly understand if a community is healthy, energetic, and socially connected, the musician's metrics offer a far more accurate baseline of human vitality.



Art vs. Commerce

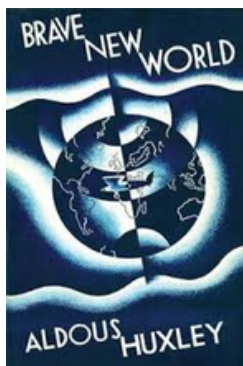
Sellin' Out To The Company Store

- **Healthcare Consumer (Commerce)**

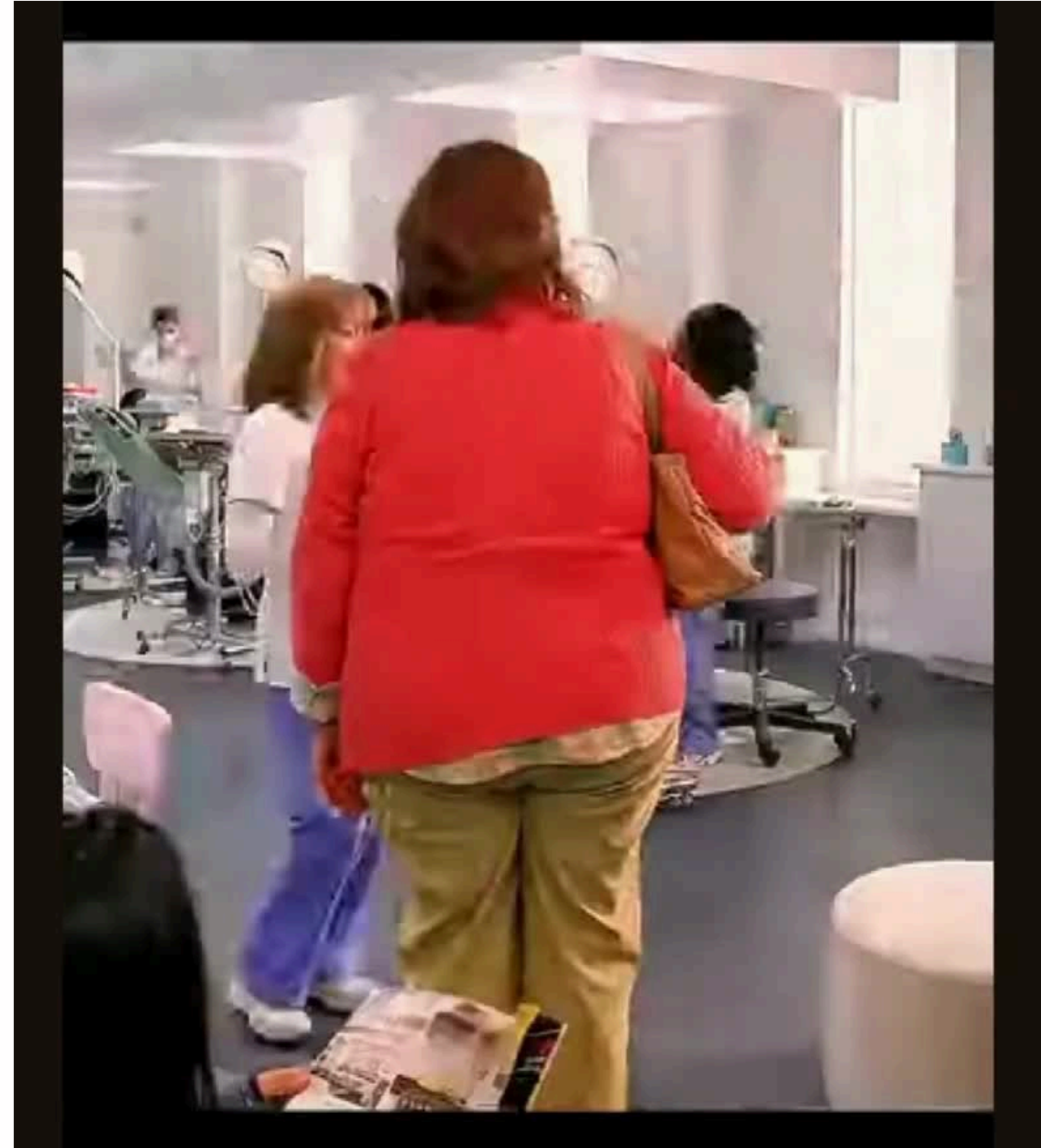
- A massive, fragmented ocean of transactional noise. It is trapped in administrative silos and completely lacks a unified cultural and human context.

- **Music Consumer (Art)**

- A closed cultural ecosystem bound by the music of Maverick Smith. Because this audience is united by a single aesthetic substrate, behavioral shifts are not random noise, they are clear, real-time diagnostic signals of population-level confidence and localized community health trends.

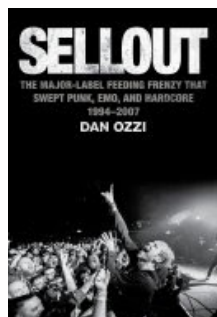


**the
middle.**



Sellin' Out To The Company Store

- In Dan Ozzi's Sellout, major labels don't simply kill art, they force bands to negotiate the messy trade-off between artistic DIY purity and the resources needed to keep creating and reaching more people.
- The same corporate pressure reshapes dentistry: what was once a hands-on art of craft and care becomes streamlined for scale, efficiency, and survival in a profit-driven system.
- Ozzi shows the outcome is rarely pure loss or pure gain, practitioners and patients alike inherit a profession that still delivers, yet often feels less personal and less felt than before.



Questions?

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