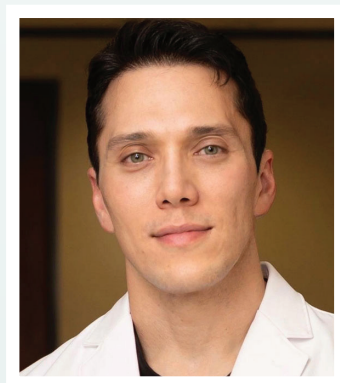


A WAKE-UP CALL FOR THE HEALTHCARE INDUSTRY

**From Former USAF Surgeon General
and Consultant to the Pentagon
Chief Medical Officer of SASPine
and CYRxMD Cosmetic Surgery**

STEVEN J. CYR, MD



with *New York Times* Bestselling Author **GLENN PLASKIN**

Cutthroat

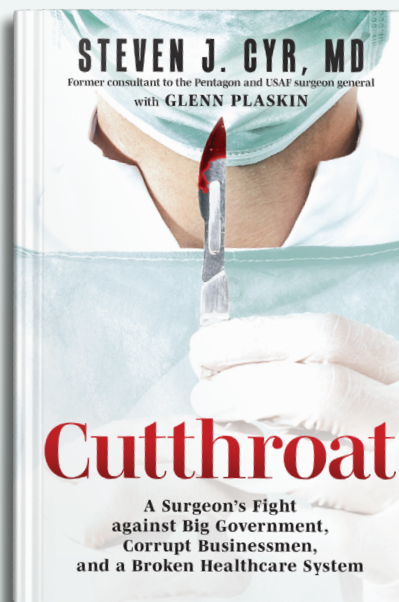
A Surgeon's Fight against Big Government, Corrupt Businessmen, and a Broken Healthcare System

In the multibillion-dollar business of American medicine, doctors are often portrayed as culprits—opportunistic millionaires who prey on the misfortune of their hapless patients and drive up the cost of healthcare. But oftentimes they are the real victims of a system designed to increase profits for the insurance companies, shady businessmen, and Big Government.

When Dr. Steven Cyr (a deeply religious man and the former chief of spine surgery for the U.S. Air Force) first opened his own practice, his focus was on providing the very best care for his patients, improving spine surgery results, and running an ethical business. He soon discovered that just because you play by the rules, it doesn't mean everyone else will.

Despite following the law to the letter, Dr. Cyr was descended upon by cutthroat businessmen, jealous colleagues, federal agents, and ambitious lawyers. Their barrage of legal attacks and false claims culminated in him being targeted for federal indictment and nearly losing everything he owned, including his good name and his home. Only through God's grace, the love of his wife, LeAnn, and a steadfast faith in doing what's right was he able to find the strength to overcome the forces aligned against him.

Cutthroat provides an insider's perspective on the many battles that doctors fight for their patients and their practices and exposes the truth about the complex financial, legal, and regulatory pressures faced by doctors who enter the business world. It's a wake-up call for a healthcare industry that has lost its way.



"Cyr is a captivating storyteller, recounting his experiences with passion and immediacy, from intimate details of his family dynamics to the breakneck pace of his ambitious career. The role of the author's religious faith in his dedication to medicine is also noteworthy."

—Kirkus Reviews

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STEVEN J. CYR, MD, is the chief medical officer for SASpine and CYRxMD Cosmetic Surgery.

He is a Mayo Clinic-trained, board-certified orthopaedic spine surgeon and has been named a Top Spine and Orthopedic Surgeon by numerous organizations. He has also been rated as the top doctor in San Antonio by RateMDs and recognized nationwide with Patients' Choice and Compassionate Doctor Awards.

Dr. Cyr was born in Fort Walton Beach, Florida, and served fourteen years in the U.S. Air Force, during which time he was the chief of spine surgery for the Air Force and spine surgery consultant to the surgeon general of the Air Force and the Pentagon.

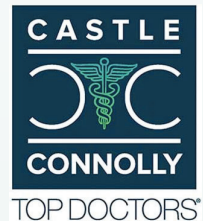
While in the military, he served two tours of duty in Iraq as part of Operation Enduring Freedom. He also served as professor of orthopaedic surgery and assistant professor of surgery at the Uniformed Services University for the Health Sciences. A two-year fellowship in cosmetic surgery made him the world's first fellowship-trained orthopaedic and cosmetic surgeon.

He has been married to his wife, LeAnn, for twenty-two years. They have four children.

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 Steven Cyr MD

Celebrity interviewer and columnist **GLENN PLASKIN** is the *New York Times*-bestselling author of twenty-five books, specializing in memoir, business, self-help, leadership, and inspiration.

PRAISE FOR

Cutthroat

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—*Kirkus Reviews*

"As the former CEO of a multibillion-dollar NYSE healthcare company, I found *Cutthroat* to be an insightful portrayal of the corruption and brokenness of America's healthcare system. Dr. Cyr's story is both fascinating and inspiring."

—**Richard M. Scrushy, Founder and former chairman and CEO of HealthSouth Corporation**

"*Cutthroat* is a critical look at the business of medicine as well as a heartfelt odyssey of family and faith."

—**Tim Weitz, JD, CAE Former general counsel for the Texas Medical Board**

"*Cutthroat* is a must-read for any physician—from residency to retirement—or patient who wants to learn about the inner workings and faults of the healthcare system."

—**J. Michael Bennett, MD, Board-certified orthopedic surgeon**

"*Cutthroat* is an intense behind-the-scenes look at the systematic breakdown of the world's best healthcare system and how physicians are the key to its rescue."

—**Bertrand J. Brown, MD, Anesthesiologist**

"*Cutthroat* should be required reading during residency to help young physicians avoid the wolves in the business world who prey on unsuspecting doctors."

—**Michael S. Mckee, MD, Board-certified specialist in interventional pain management**

"*Cutthroat* is an eye-opening book for the provider's side of the healthcare circle. Insurance companies are not our friends. The public needs to know the truth, and Dr. Cyr has told it like it is."

—**Brian W. Zale, DPM, FACFAS, Board-certified foot and ankle surgeon**

"*Cutthroat* reveals the devilish triad of corrupt businessmen, dictatorial insurance companies, and ridiculous governmental regulations that prompts one to ask why anyone would still want to be a doctor."

—**Salvatore Barbaro III, MD, Cardiologist**

Q&A WITH DR. STEVEN J. CYR

In your own words, what is *Cutthroat* about?

Cutthroat details how I faced lawsuits and the possibility of indictment for running my business in a way that prioritized my patients. It chronicles several chapters of my life, beginning with what made me who I am. I share how I became an out-of-the-box thinker in an industry where that's not often the case, leading me to begin my own private practice where I faced these monumental challenges. My task was always to deliver incredible care for my patients. I refused to compromise or turn my practice into an assembly line, despite the pressure. Though I only had good intentions, my family and I were forced to struggle through extreme situations, all of which is recounted in the book.

In *Cutthroat*, I share my thoughts on the problems facing physicians and my hopes for the future of the healthcare industry. I hope my story wakes readers up to what is happening to doctors in America and that physicians, patients, and those in the business begin to understand what is happening around them. And, I hope readers understand that hard experiences don't have to break you. As long as you stay faithful to your course, you can get through almost anything. *Cutthroat* is not just about trials—it's about triumph. In the end, we learn lessons. We brush off the dirt and get back up again, stronger for what happened.

Why is it vital that Americans wake up to the problems in the healthcare industry?

When patients are on the line, doctors sacrifice themselves to take care of those patients. What we do is a noble profession. So, at first, when financial security or a few other small rights are stolen from us, we don't feel like it's a huge problem. We're here to serve. But, it's not sustainable.

The narrative is that doctors make lots of, or too much, money. This is false. Healthcare costs in America are too high, but that money is not going to doctors. It is actually often being diverted away from the doctor's business. Probably 90 percent of money in healthcare is going to people who don't have an investment in the patient's wellbeing.

Doctors around the country are closing their practices, filing for bankruptcy, or getting out of medicine altogether. If we continue to ignore the voices of our medical industry, who will care for the patients?

We have to establish a give and take. We must end the conflict between doctors trying to care for their patients and insurance companies looking to make a dime. We must prevent medical practitioners from being seen as fat cats or worse: felons. We must apply the Stark and anti-kickback laws aptly, and not broadly.

We have to protect doctors. Or else, we will continue to see our greatest minds leave the industry, resulting in a future with far worse patient outcomes.

What is your biggest takeaway for the next generation of doctors?

I get this question often. When a student knocks on my door and asks, I say: The most important thing is to realize why you became a physician in the first place.

Almost all of us became a physician because we wanted to make a difference. We wanted to deliver care, serve others, and use our God-given talents and intellect to help. The reward of a life changed or a life saved can never be stolen from us.

But, at the same time, I recommend these young doctors take care of themselves. Protect themselves. There are laws, rules, regulations, and fiendish people at every turn. When you begin to practice medicine, make sure you arm yourself with knowledge about how the business works and what the laws are. Hire a healthcare attorney if you can. Steer clear of the mistakes many other doctors make—even if those doctors had the best intentions. The key is to be in the know.

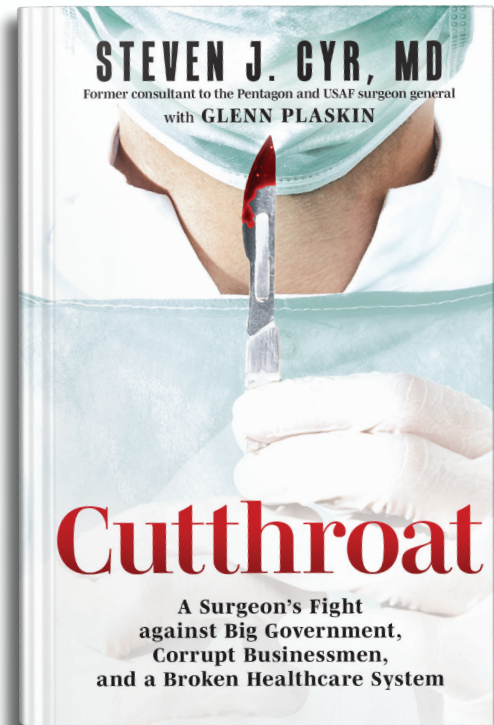
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