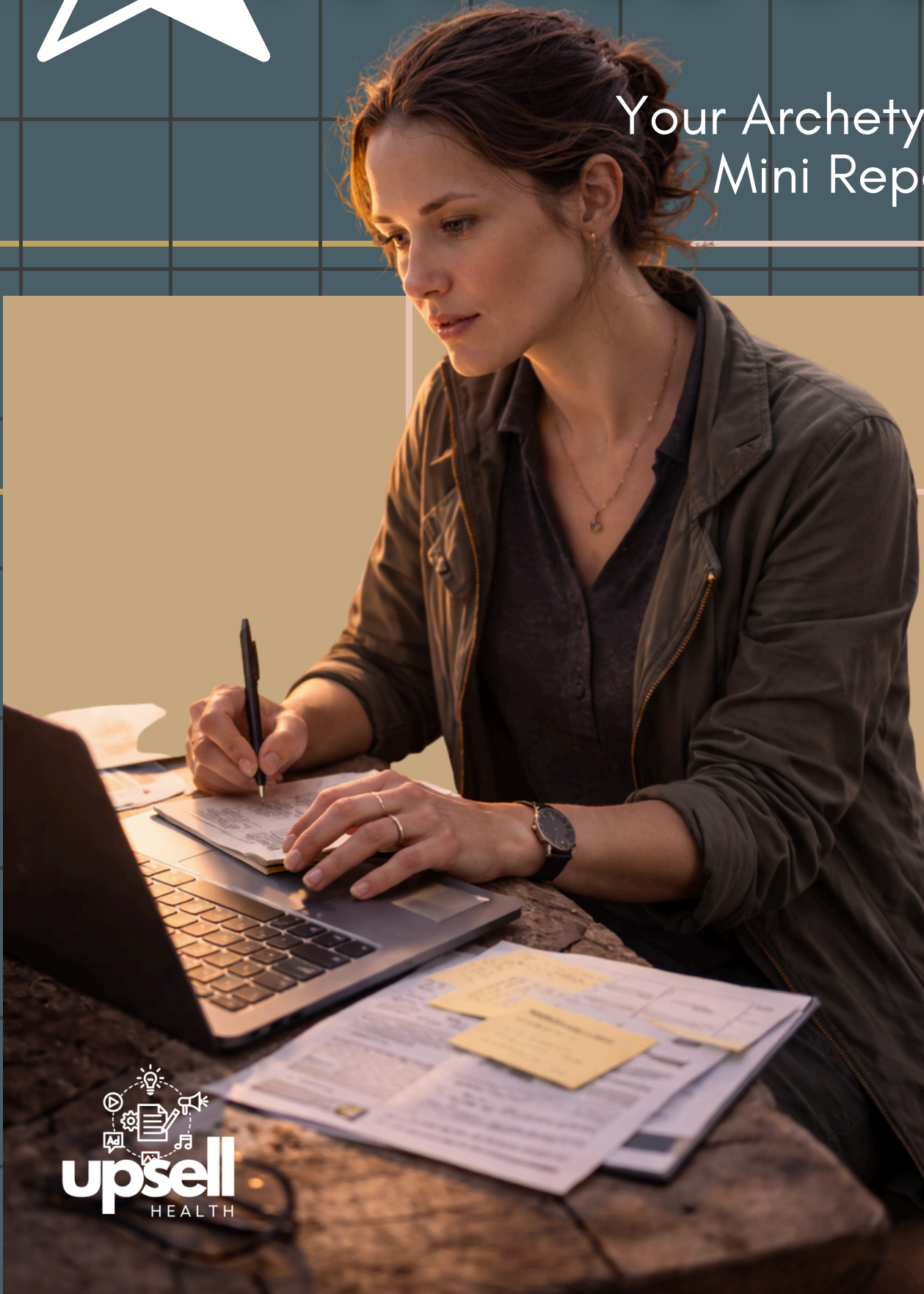


THE RESOURCEFUL NAVIGATOR









Your Archetype
Mini Report



your health approach

overview

As a Resourceful Navigator, you bring distinct characteristics to your healing journey:

-  System expertise
-  Strategic planning
-  Research orientation
-  Advocacy skill
-  Creative problem-solving
-  Network utilization
-  Documentation discipline
-  Financial savvy



You are a Resourceful Navigator who skillfully works the healthcare system to access the care and outcomes you deserve.

corewound

The Resourceful Navigator carries the wound of having been denied care due to system barriers—the experience of needing something and being told no, not because of medical judgment but because of insurance coverage, cost, administrative barriers, or access limitations.

Many Resourceful Navigators developed their skills from painful experiences: the treatment denied by insurance that you later got through appeal, the medication priced beyond reach that you eventually accessed through assistance programs, the specialist you waited months to see until you learned to navigate the system better. These experiences taught that access often depends on system knowledge rather than medical need.



This wound often manifests as vigilance about documentation and coverage, frustration with a system that makes access dependent on savvy rather than need, and sometimes anger at the injustice of healthcare allocation in America. The wound includes awareness that many patients who lack your skills suffer unnecessarily.

You weren't "difficult" or demanding — you were navigating a system that kept putting up gates where there should have been care.



deepest motivation

You are motivated by the desire to access the care you need regardless of system barriers. Your drive comes from recognizing that healthcare access is often determined by system knowledge, and refusing to let lack of knowledge be what stands between you and wellness.

At your core is the belief that you deserve quality care regardless of insurance status, financial resources, or system sophistication. Your navigation isn't acceptance of a flawed system; it's strategic engagement with reality while that reality exists.

You're also motivated by efficiency—the desire to maximize healthcare value relative to time and money invested. You want the best care for the least friction, and your system knowledge serves that optimization.

The vision of having healthcare handled—access secured, costs managed, quality maintained—provides purpose for the strategic work you do.



5 key challenges

01

The Navigation Exhaustion Problem

Healthcare system navigation is cognitively and emotionally demanding. The constant strategic thinking, documentation, and advocacy drains energy that could go toward actual healing.

02

The Relationship Secondary Risk

Focus on system navigation can overshadow the relational dimensions of healthcare. Trust, communication, and partnership matter too, and they can get lost in strategic focus.

03

The Cynicism Development Trap

Extensive experience with system barriers can breed cynicism that affects healthcare relationships and general outlook. Seeing how the system fails can color everything.

04

The Privilege Blindness Issue

Navigation skills often require resources that not everyone has—time, education, technology, social capital. Success might depend on advantages you don't fully recognize.

05

The Moral Injury Weight

Succeeding in a system that fails others creates complicated feelings. Getting care while knowing others who lack your skills suffer unnecessarily is genuinely difficult.

Allie Chandler

Learn more about me [here](#)

FOUNDER, UPSELL HEALTH Marketing Strategist for High-Level Healers

Helping functional medicine practitioners and wellness brands scale to \$2 million–50 million+ through heart-centered, aligned marketing with our proprietary Practitioner Archetype and Wellness Marketing Playbook systems



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Functional Medicine Practitioners

earning \$2–10M who want to scale without burnout



Supplement Companies (\$20–50M+) ready to dominate practitioner channels



Wellness Entrepreneurs building courses, programs, and passive income



Health Brands seeking authentic marketing that converts

LEADERSHIP EXPERIENCE

Director of Content



Head of Marketing & Events



Head of Consumer/Trade Marketing

novonesis

Affiliates & VIP Strategic Partners



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PATIENTS + THOSE LOOKING TO HEAL

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