

Global Transparency in Health Care

*Rodger Bayne, Chairman/CEO
Client First Brokerage Services, Inc.*

Consider the amount of monies spent on physician, lab, hospital and other negotiations between health care providers on all levels PLUS the health insurance / or managed care companies that negotiate fees with these companies.

A PPO network can lease a benefit plan that their "discounts" rate between \$4 to \$6 per contract (employee) per month. Consider 250 million Americans with an average of 2 covered Americans per contract. This means that each month we collectively spend 125 million times \$4 to \$6 simply for negotiated fee schedules. That means between \$500 to \$750 million per month in fee negotiations and provider contracting, recruiting, and management of these networks of providers. That's between \$6 to \$9 BILLION annually!

A quote box with a green, textured background. The text inside reads: "The disclosure of details of health care delivery will provide the consumer greater understanding of what and how one is paying for such services and the expected or desired result."

Consider the alternative:

The simplest and fastest route to controlling health care is to provide consumer empowerment through what I call GLOBAL TRANSPARENCY. Health care should be like most businesses where total disclosure of the charges for a service, the expected outcome of a service, and the payment terms of a service should be consumer knowledge prior to the provision of such.

Global Transparency in health care means that all providers of medical care, services, medications, tests, procedures or other related services should have their fees disclosed and published as a standard requirement to practice. This enables the consumer to see the cost and value of the health care they consume. Furthermore, every insurance company, self-funded plan or other payer of health care should be required to disclose exactly what they are willing to pay for those same services. Finally, providers - including hospitals, physicians, drug companies - should be required to publish outcomes and records of success / failure for services rendered.

The disclosure of these details of health care delivery will provide the consumer greater understanding of what and how one is paying for such services and the expected or desired result. Ultimately the consumer will drive improved quality and outcomes, as well as more competitive pricing, and eliminate the need for the expenses mentioned above that are devoted simply to negotiating, contracting and selling provider discounts to American consumers.

(Continued on page 2)

(Continued from page 1)

Through Global Transparency, we ARE simply restoring free enterprise principles to the health care system. We're not fixing any prices, we're not limiting provider compensation or income, we're not restricting drug costs or limiting research. We are simply suggesting that the American consumer is capable of making a competitive choice when cost, quality and risks are fully disclosed.

After all, when is the last time you've heard of a need to reform the paper towel industry? Prices are disclosed, quality is promoted, results are obvious, and consumers choose. Free enterprise drives results, efficiency, product improvements and innovation. Government too often fails to display similar traits.

**For More Information,
contact me at 410-583-5322 x7112
or email Rodger.Bayne@clientfirst.com**