

Benjamin Rush

Benjamin Rush Institute



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Who is David Goldhill, and what's his healthcare solution?

Dear Friend of BRI,

April 22, 2015

After his father died from a hospital acquired infection, businessman **David Goldhill** was appalled to learn that such preventable deaths are not uncommon. The **Institute of Medicine** has published estimates of 100,000 such deaths *per year*. As CEO of **GSN (Game Show Network)**, Goldhill has been asking: What other industry could kill 100,000 of its customers *every year* and stay in business? How can an industry survive, let alone thrive, while, year after year, providing "poor customer service, unaffordable prices and uneven results?"



Prompted by the tragedy of his father's death, Goldhill set out to understand what is behind our dysfunctional healthcare system. A professed liberal Democrat, Goldhill analyzed the problem from a businessman's perspective and discovered two essential differences between healthcare and other industries:

1. Other industries compete directly for their customers, both on price and quality; and,
2. The heavy and inappropriate use of insurance as the primary payment method.

Last month at **BRI's 2015 Annual Leadership Conference**, Goldhill shared his analysis with over 40 medical students. More excitingly, he explained how the US is poised for dramatic progress toward achieving quality, affordable medical care, provided we accept that healthcare is an industry, and allow it to function like one.

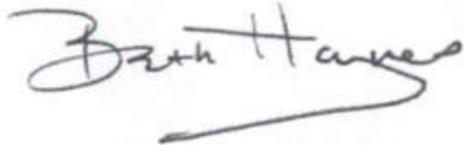
"There needs to be a business reason why an industry, year in and year out, would be able to get away with poor customer service, unaffordable prices, and uneven results -- a reason my father and so many others are unnecessarily killed."

~David Goldhill, from Catastrophic Care, Why Everything We Think We Know About Healthcare is Wrong

The video of Mr. Goldhill's talk is now posted on the [BRI YouTube channel](#) so that you, too, can learn from this thoughtful and engaging speaker -- truly one of our conference highlights. We also recommend his book [Catastrophic Care: Why Everything We Think We Know About Healthcare is Wrong](#).

[Forward this email to your friends and colleagues](#). Ask them to [sign up for our newsletter](#), like us on [Facebook](#) and follow us on [Twitter](#). Who do you know who could be an advocate for commonsense healthcare solutions?

In partnership,



Beth Haynes, MD
Executive Director
[Benjamin Rush Institute](#)

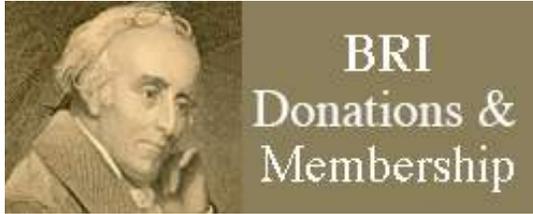
SGR and the Doc Fix: A Cascade of Intervention -- on BRI Blog



Amid much fanfare and hoopla, President Obama signed into law the Medicare Access and CHIP Reauthorization Act (MACRA) - a bill that passed the House and the Senate with huge majorities. Why so much celebration, and is it really a law to celebrate? A clue to the answer lies in the fact that what is good for politicians is not necessarily good for private citizens.

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few minutes to join now, or make an additional donation to continue BRI's important work. Thank you!

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