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Like a pebble dropped into clear water...

. . . Like an act of kindness passed on and on...

. . . Price Transparency's beneficial ripple effects are gifts that keep on giving!

Greetings!

September 21, 2015

John Flo, BRI-President from Saint Louis University School of Medicine, was one of 10 BRI student leaders who attended **Free Market Medicine Association's (FMMA)** 2nd annual conference this summer in Oklahoma City. The ripple effects of that experience alone on those medical students continues to expand across all BRI campuses. One outcome is that many of BRI's student attendees have written summaries of enlightening talks, or highlighted a special speaker or fellow attendee who inspired them, and we are sharing those with you.

Mr. Flo's inspiration comes once again from Drs. Keith Smith and Steven Lantier of Surgery Center of Oklahoma, who spent the last Sunday morning of the conference giving BRI students a complete behind-the-scenes tour of their Price Transparent facility.

What are some of Price Transparency's beneficial ripples?



John Flo, SLU with Dr. Keith Smith, SCO

- *Patients save money; doctors make money
- *Patients can often use open pricing to obtain better prices at non-transparent facilities
- *Prices are naturally lower due to reduced overhead & administrative costs
- *Doctors have more control over their budgets, time, and patient recommendations...

Sounds better than almost any average business ~ and is completely replicable.

Read John's blog post for more details on Price Transparency -- the gift that keeps on giving!

Read John's article

Forward this email to your friends and colleagues so that they never have to miss another informative email announcement. And ask them to [sign up for our newsletter](#), like us on [Facebook](#) and follow us on [Twitter](#)

In partnership,

Beth Haynes, MD
Executive Director
Benjamin Rush Institute

Donations & Memberships -- EXTENDED through September!



In order to save money, streamline operations and limit the number of membership drives we send out each year, BRI memberships run August to August, in conjunction with the average medical school year.

Please take a moment to renew your BRI membership right now. We would not exist if it were not for members like you who believe in what BRI stands for, and who are willing to give of their time, talent and treasure to help advance healthcare freedom. **Your contributions help medical students like John attend important conferences like FMMA.** Thank you!

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