



Do we take Price Transparency for granted?

Greetings!

October 14, 2015

We've been focused a lot lately on price transparency, direct primary care, and other methods of delivering quality healthcare that focus on a patient's ability to see an exact price for a service -- *up front and all in*.



Are we discussing price transparency in healthcare too much?

I don't think it's possible to talk about price transparency too much. In fact, we expect, and even demand, price transparency in almost every other economic transaction. Imagine if you couldn't see the price of a smartphone before buying it. Smartphones, computers, and home appliances are all priced directly up front. Sure, you can add to that price by buying additional features, or service warranties -- *but you can also see those additional prices up front*.

Conversely, you know how frustrating it can be when you go to buy, say a car, and the sticker price isn't *really* the price? Is that true price transparency?

What if you could buy quality medical care for one up front price -- all in? What would your life be like? Can you imagine a procedure or surgery without unnecessary sticker shock? What would the doctor's life, who is caring for you, be like without having to deal with endless regulations, paperwork and billings?

What could a doctor's life be like?

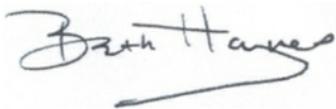
#gottransparency?

Warren Linnerooth, BRI leader from University of Wisconsin, shares three examples of practices with transparent pricing, and contrasts them sharply with one doctor without it. We think the evidence is pretty clear that price transparency works all around: delivering quality medical care at the best prices to the most people.

See what you think and join our discussion!

[Read Warren's article](#)

In partnership,



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

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DO YOU KNOW A DOCTOR WHO IS SUFFERING UNDER TODAY'S HEALTHCARE SYSTEM?

In spite of the ACA's promises, many people are still without healthcare, have high premiums, and unaffordable medical bills. That's a shame; but, so is it a shame that many of our physicians today are also suffering under mountains of paperwork -- often meaningless and unnecessary -- that strips them of their ability to spend quality time with their patients. Let them know about Benjamin Rush Institute.

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