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## Healthcare third parties: help, or hindrance?

**Greetings!**

September 19, 2016

Can third-parties add value in healthcare, or do they only add problems?

John Flo, Saint Louis University School of Medicine, was one of nine BRI student leaders attending this summer's Free Market Medicine Association's annual conference in Oklahoma City. In his blog post, John succinctly clarifies what third parties are, what they do, and how they can be part of a healthcare solution by actually driving down costs and saving patients and employers money.

**Willing Buyer**

Consumers/Patients who make healthcare purchasing decisions based on Cost + Quality.

**Willing Seller**

Sellers of healthcare goods & services who believe in providing up-front, bundled, cost efficient, high quality care.

**Optional Value-Based Vendor**

Businesses who provide assistance to buyers & sellers of healthcare goods & services while abiding by the Pillars of the Free Market.

FMMA's branding shows three elements to a healthy patient-doctor-payment relationship: a Willing Buyer (patient), a willing seller (doctor), and a Value-Based Vendor. In this model, the third-party vendors understand that they are optional; therefore, they must provide added value.

We think you'll find it enlightening!

[READ JOHN'S ARTICLE](#)

### How often do you step into THE DOCTOR'S LOUNGE?

*The Doctor's Lounge* is an invigorating web radio program and downloadable podcast from Drs. Hal Scherz and Mike Koriwchak. It airs every Thursday on America's Web Radio.

Dr. Mike Koriwchak



*The Doctor's Lounge* is invigorating because it highlights news, developments, and the best thinking from America's top practicing

But, Drs. Koriwchak and Scherz don't only interview practicing physicians, like Drs. Beth Haynes, Richard Armstrong, and Dan Craviotto, of Let My Doctor Practice. They recently interviewed Dr. Ben Carson, and none other than BRI's own student leader emeritus, John Flo, from St. Louis University School of Medicine. Stay tuned for that one!

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**PLEASE DON'T FORGET  
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It's super simple for anyone -- even busy med students! -- to support BRI's work... And it makes such a difference!

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Thank you!

**Join or Donate Today!**



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