



Helping caregivers deflate medical bills

It must be done, but how? The Challenge of Considering Costs while Caring for Patients

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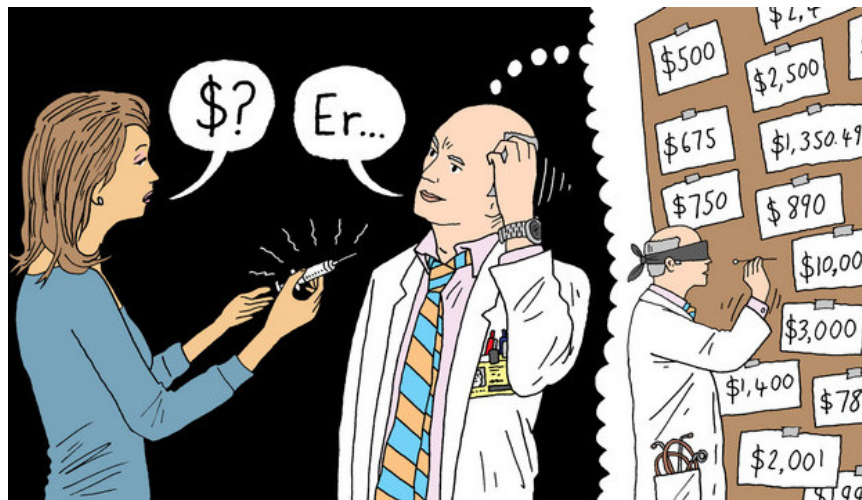
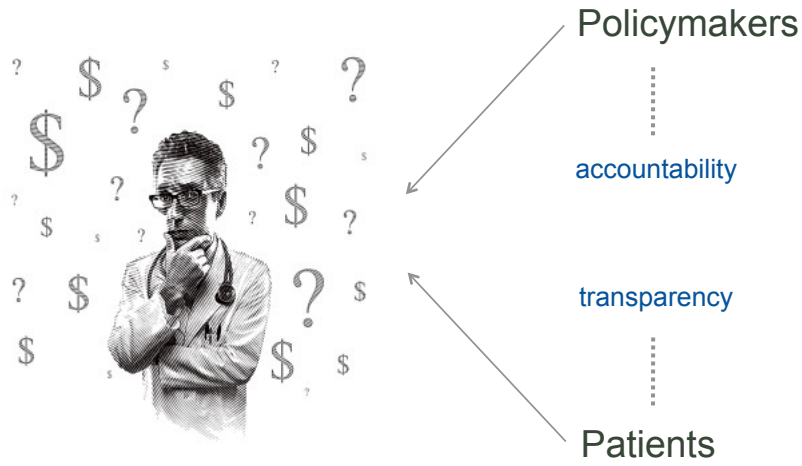


Illustration by Peter Arkle, Bloomberg.com 7/11/11

Graham JD, Potyk D, Raimi E. Hospitalists' awareness of patient charges associated with inpatient care. J Hosp Med. 2010 May-Jun;5(5):295-7.

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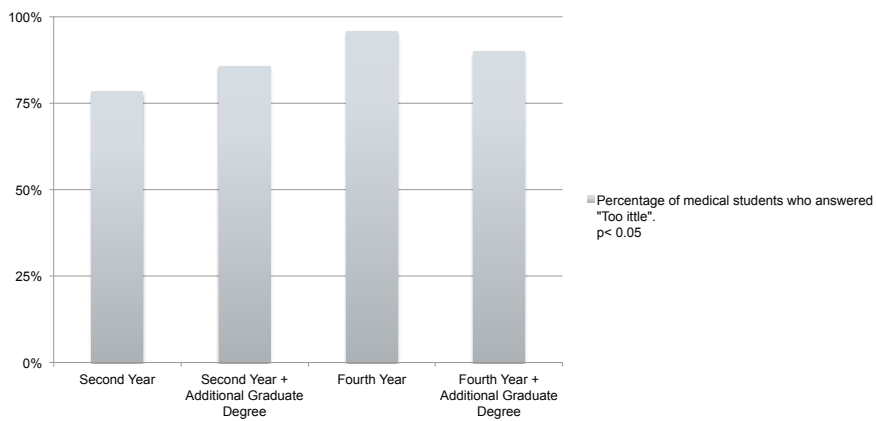
Changing Landscape



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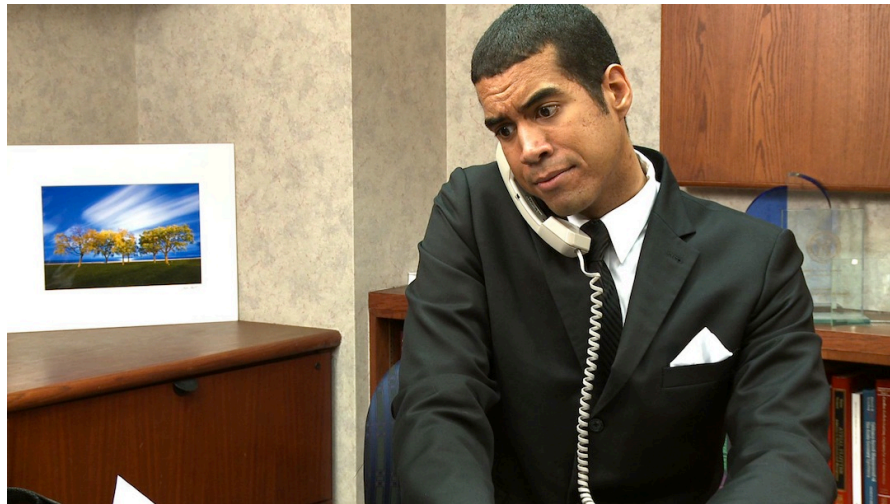
Harvard Medical Students

Q: "Have you received adequate training on how to make cost-conscious medical decisions?"



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What if Hotel's Billed Like Hospitals?



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Hidden Curriculum

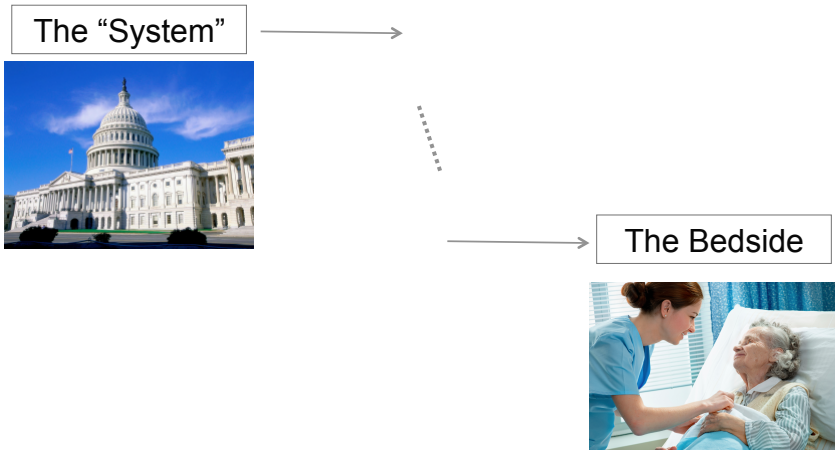
- imbalanced focus on identifying rare cases
- sins of omission > sins of commission
- misperception that considering cost is not aligned with patient interests



The Hidden Curriculum Benson R. Snyder

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doctors are trained to take care of the patient in front of us
 ... not to assume responsibility for populations



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Ethical Motivation for Considering Costs

	Good for patient	Bad for patient
Good for society	order test	?
Bad for society	?	don't order test

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Ten Reasons Clinicians Knowingly Over-Order Tests

1. Pre-emptive ordering

- Standard practice might be to order a relatively cheap screening test and then if it's positive, order other expensive tests
- Instead we sometimes just order everything at the same time so we don't have to wait

2. Covering all bases

- In medical culture, doing more is equated with being thorough.
- If there are five possible conditions that may explain a patient's symptoms, and it's probably going to be one or two of them, we might order tests for all five conditions right away.

3. Not realizing how much setting affects costs

- An MRI in an emergency room setting can be twice the cost of an MRI for an outpatient.



moving from rationing to conservation



help bring environmentalism to health care

The screenshot shows the top portion of the COSTS of CARE website. At the top right is the logo. Below it, the text 'Contact Us' and the URL 'www.CostsOfCare.org' are displayed. A navigation menu includes links for HOME, ABOUT, ADVOCACY, EDUCATION, TECHNOLOGY, CONTACT, BLOG, and STORIES. A search bar is present with the text 'Search this site...'. The main content area features a large graphic with a pair of scissors cutting through a document, with a dollar sign and a magnifying glass overlaid. A text box titled 'Resources' contains the following text: 'In the era of Travelocity and Yelp, it's only a matter of time before price and quality transparency come to healthcare. Want to know how much your healthcare visit will cost? Getting the answer is still not...'. A 'Read More' button is located at the bottom right of the text box. The footer of the screenshot reads '© Copyright. All Rights Reserved. Cost of Care. 13'.

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