CHANGING FACE OF MEDICINE

- ART TO SCIENCE
- SERVICE TO BUSINESS
- PATIENT TO CONSUMERS
- LAWYERS DECISION MAKERS
PROFFESSION (NOUN)

- An occupation, especially one that involves knowledge and training in a branch of advanced learning.

- We live and work in a society
SOCIETY

- Totality of Human Relationship
- A human community sharing a culture.

MORAL (ADJ)

- Of or concerned with goodness and badness of human character
- Or with the principle of right and wrong in conduct.
HEALTH CARE TODAY

- POLITICAL INFLUENCE:
- EXPANDING SERVICES:
- QUALITY OF CARE
- PRIVATE CARE Vs PUBLIC SERVICE
THE CONSULTANTS

- Past - Consultants
  few/Patients many
- Low technology generalists
- Now - High tech/specialists
- Previously Mainly giving time
- Examining patient “consulting”
- Now - Intervention Orientated
  “Endoscopies” , Echo etc
HEALTH CARE TODAY

- HEALTH CARE AS BUSINESS
- MUST BE MADE KNOWN TO CONSUMERS
- ADVERTISE
ADVERTISE DEFINITION

Oxford English Dictionary

- Make generally known
- Promote (goods or services)
- Physically to encourage people to buy or use them
- Ask or offer by public notice
Be demonstrably true in all respects.
Not be misleading, vulgar or sensational;
Seek to maintain the decorum and dignity of the profession;
Not contain nay testimonial or endorsement of clinical skills;
Not claim that one doctor is superior to others nor contain endorsement for any particular doctor; an
Avoid aggressive forms of competitive persuasion, such as those that prevail in commerce.
ADVERTS

- For sale; an antique desk suitable for lady with thick legs and large drawers.

- Now is your chance to have your ears pierced and get an extra pair to take home, too.

- Wanted: Unmarried girls to pick fresh fruit and produce at night.
Sheer stockings. Designed for fancy dress, but so serviceable that lots of women wear nothing else.

We build bodies that last a lifetime.

Man, honest. Will take anything

Used Cars: Why go elsewhere to be cheated? Come here first!
WHAT IS MANAGED CARE

The origins [Early 20th Century]

Technological Advances

“THE FAILURES OF OUR SUCCESSES”

“DOCTORS – THE CULPRITS
GOVERMENTS/COMPANIES”

Minimal Utilization of resources least Expensive health care
MANAGED CARE

- Cost containment: Gate keepers
- Quality Care
- Reasonable Cost
- Some Issues:
  - Financial Aspects
  - Clinical Decisions
  - Restricted: Tests, Procedures and formularies
MANAGED HEALTH CARE

- HMO:
  - Insurance function/health care provision
    - Out Patient
    - In patient cover
    - Own clinics
    - Employ Doctors
    - Contract doctors services
HEALTH CARE

- DOCTORS DILEMMA
- Service to patients
  - hospitals
  - Insurance
  - HMOs
  - Pharmaceutical Industries
- Who pays the Bill
MEDICINE AS BUSINESS

- Medical care: Economic transaction
- Doctors: Purchasing agents
- Medical care: consumer good
- Doctors: skilled vendors
- Market: price/forces
DOCTORS: EARNINGS

- Relate to how they handle business side of practice not how good they are.

- Difficult to objectivity

- Doctors generate health care cost.
HOSPITAL AS INVESTMENT

- Selection of Area (prosperous)
- Selection of patient location (insurance cover)
- Chain of hospital
- Procedure orientated
- Price mark-ups
- Avoiding “low profit” illness
- Management: MBA verses MPH
HOSPITAL REPORTS

- Customers
- Market Shares
- Cash flow problems
- Products versus Services
- Bottom line results
- Consumer versus patient care needs
- Marketing/Advertising and consumer service
HEALTH CARE

PRODUCTIVITY VERSUS PATIENT CARE

- How many patients seen
- Bed occupancy
- Physicians- Assistants/Nurses
- Perform routine tasks
- Physicians rate – less Technical decisions
DIAGNOSTIC FACILITIES AS BUSINESS

- Pathology
- Diagnostic Imaging
- Ownership
- Co-operate influences
INFORMED CONSUMER

- Ideal market situation range of options.
- Health care and choice service of money health cover.

CUSTOMER SERVICE IN HOSPITALS
- Hospitals are spending huge sums on customer service for competitive services.
- Are patients simply “Customers”
- Medicine- a profession or a job a vocation or trade
PATIENT NEEDS (ETHICS/ECONOMICS)

- Security (Universal Access)
- Freedom of choice
- Central (Contain) Cost

Note – Impossible to do all simultaneously.

Do them well
EMERGING CONTRADICTION

- Health Providers
  - Want to maximize their income
  - Achieve sense of professional satisfaction
  - Preserve their professional freedom
INSURANCE

- Strong competitive positions
- Driven by increasing profitability—public acceptance
- Growth interfered by restrictive regulations
- Employers pay competitive field
- Seek profitability
- Motivated/healthy workforce
MANAGED CARE

- Maximize profit.
- Dictate duration of hospital stay
- Commercial insurance off
- Health insurance (health hazard)
- Blue Cross/Blue shield not for profit
- Now competitive several insurance markup in place
Now insurance greater risk selection influence behavior of health care delivers

- Only healthy/young take
- Business Strategy
COMMERCIAL ENTERPRISE IN MEDICAL PRACTICE

- Increasing financial pressures in society
- Physicians/sell medical as well as non medical products
FEE FOR SERVICES

- Fixed fees by managed care

- Price fixing – procedures/operations consultation

- Charity practice – unacceptable

- Managed care and negotiated fees
MARKETING PRACTICES

- Health care diagnostic and treatment possibilities.

- Specialties: - sports/cosmetic

- Health care needs/versus selling consumer products

- Drugs are manufactured for profit
CHANGE

THE ONLY PERMANENT THING IN THIS WORLD IS CHANGE

Good God! Give us Health & Wealth
Can business and professions occupy the same podium at the same time?

Can we move responsibly between customer, client and patient?

Can we fulfill what we have professed?

Is it a business you run or a profession you practice?