



Association of Independent Doctors makes video satirizing price transparency

BECKER'S
Hospital CFO Report

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The Association of Independent Doctors made a [video](#) satirizing the lack of price transparency in healthcare called "The Perfect Money Making Model," according to the [Orlando Sentinel](#).

The video outlined 10 steps it claims hospitals and health systems take to improve their bottom lines at the expense of consumers:

1. Take the matter out of consumers' hands
2. Let third parties control cost negotiation and care delivery.
3. Convince consumers that insurers can spend money more effectively than consumers.
4. Make the pricing structure overly complicated.
5. Inflate retail prices to convince consumers insurers are getting them a deal.
6. Keep prices hidden.
7. Only provide price after services are rendered.
8. Send consumers to collections if bills are unpaid.
9. Obstruct potential legislation that might disrupt the system.
10. Avoid paying taxes by declaring nonprofit status.