

# iPHONE HEALTHCARE

***“We live in an iPhone culture of seemingly limitless and self-defined choices.”***

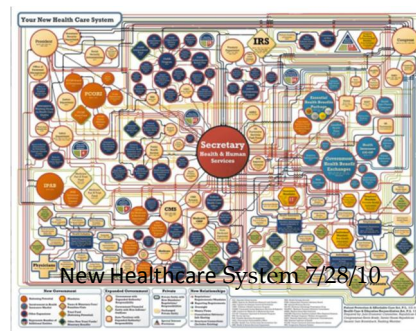
*Daniel Henninger, Wall Street Journal, Oct 9, 2009, Opinion Page*

Daniel Henninger is right. We demand **warp-speed** communication. We want **flexibility** in all our lifestyle choices. We **customize** right down to our computer screen savers. We **connect** in small, specialized chat rooms, or with the world through Facebook and Twitter.

**Henninger notes, ironically, that our healthcare is not a nimble, flexible system.**

Instead, the current Patient Protection and Affordable Care Act (PPACA) delivers a 2000+ page top-down program that regulates benefits and services, levies taxes and imposes penalties to insure compliance. PPACA gives us

- **111-159 Commissions, Committees, Boards, & Agencies** that will dictate critical aspects of healthcare
- **Hiring of 16,500 new IRS agents** to audit taxes and penalties (Congressional Budget Office estimates)
- **A Patient-Centered Outcome Research Institute (PCORI)\*** recommends treatment regimens for the typical patient. A one-size-fits-all model of healthcare does not benefit patients - a standardized drug for colon cancer may help one patient, but not another. PCORI also affects:



**Changes the Doctor/Patient relationship:** Layers of bureaucracy and using complicated formulas for medical treatment undermines doctors’ years of education and experience and interferes with the doctor-patient relationship.

**Less innovative research:** National Science Foundation data concludes that PCORI would reduce innovative medical drug / device research and development by \$10M

\* [http://www.pacificresearch.org/docLib/20110715\\_Zycher\\_CER\\_F.pdf](http://www.pacificresearch.org/docLib/20110715_Zycher_CER_F.pdf)

**iPhone model includes responsive, flexible, customized elements such as:**

- Selling insurance across state lines
- Meaningful tort reform
- Health Savings Accounts to allow customization
- Reduce costly state mandates

## ***What you can do:***

- Stay informed
- Voice your opinion
- Contact your reps
- Encourage civil discussions

\* [http://www.ncpa.org/sub/dpd/index.php?Article\\_ID=20934](http://www.ncpa.org/sub/dpd/index.php?Article_ID=20934);

<http://laurasmiscmusings.blogspot.com/2009/10/obamacare-not-for-iphone-era.html>