

Doctor group makes satire video about price transparency in health care



Parody video by Association of Independent Doctors aims to raise awareness about health-care industry's lack of price transparency. (Screenshot from video)



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In a parody video titled “The Perfect Money Making Model,” a local trade group for independent doctors aims to shed light on the lack of price transparency in today’s health-care system.

Association of Independent Doctors, a national trade group headquartered in Winter Park, made the three-minute video, outlining 10 steps that it said create a money-making model for the health-care industry.

Some of those steps include letting third parties into the equation, making costs complicated and hiding costs from consumers, according to the association.

“Such information is critical today as patients are paying higher premiums, deductibles and copays than ever before and getting worse access to care,” said Marni Jameson Carey, AID’s executive director, in a news release.

National health-care spending is projected to make up 20-percent of the GDP by 2020, if today's trends continue, according to [research](#) by the Robert Wood Johnson Foundation.

The [study](#) showed that two-third of people want insurance companies to disclose what they pay doctors and hospital for procedures. More than 80 percent of people who have compared health-care prices said they would do so again.

As of 2017, most states, including Florida, failed to improve price transparency and access to doctor quality information, according to a report by [Catalyst for Payment Reform](#).

Like most other states, Florida received an F grade in the [report](#). Maine and New Hampshire were the only states to get an A.

In Florida, Gov. Rick Scott's efforts to create a health-care transparency website has received pushback from insurance companies, which are refusing to share data because of privacy and trade-secret concerns, according to [News Service of Florida](#).

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