

Consultant 181

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To expect improvement and greater quality in a system where the purchaser (BUPA and other Insurers) define and regulate the cost of the services they purchase makes no business sense whatsoever.

There is no other business that survives or progresses with such a principle Only by allowing free competition and a free market, as with any other industry will quality and efficiency improve. If a Consultant assumes his work is of a higher calibre and therefore worth paying more for, that quality will be determined by his/her results. Better results will attract more custom, and poor results will lead to less demand for that provider To assume that all consultants are they same with respect to their experience ability and the service they provide is wrong.

Allowing a service provider to define his/her own worth will define whether that provider will survive in an open market. By doing so one is encouraging competition which itself will improve quality and efficiency and this in itself will drive down the cost of healthcare.