Physician information essay sample

Business, Marketing



Arguably, the dispute that existed over exposure of comparative performance of physicians on various issues was ruled in favor of health care consumer. Conversably, the verdict carries negative and positive impacts depending on its perspective. The physician protested on the move, but many states passed legislation that gives the public domain the right to physician information which include malpractice actions, disciplinary, as well as status on hospital privileges. Based on the ruling consumers are advantaged in making their medical decisions, but not on absolute grounds. The decisions also affect the sales of medical drugs as it provides retailers on the prescriptions of the medics prescribed by physicians.

The right of the public to access physician information is the most noteworthy addition in the health field from information technology. Public access on information helps in building trust between physicians and medical consumers. In the past, the only way that patients developed their trust was in the name tag. In fact, the name label Dr, only provided medical consumers with license and educational background of the physician, which could be forged by anyone. The legislation on accessibility of physician information is fair to consumers, because if eliminates scrupulous physicians.

Certainly, it is balanced and fair to consumers to access information belonging to physicians. Through accessibility the consumers get a chance to analyze and report on physician service delivery. In the 21st century, many websites in conjunction with the legality provide information to the public on physician disciplinary actions, report, as well as malpractice case. Most of them provide consumers with the ability to report and give opinions of the quality of service they received. Perhaps, patients are able to review and

make decisions on feedback from genuine patients who have first hand information on the quality and professionalism of the physician.

Patients always look for physicians who have done a marvelous job in the past. Hence, one of the way they can know the past is through physicians past information. As a matter of fact, background and education of health care physician is vital, but it is not the only factor that the consumer would like to know. Consumers would want to know if they are putting their trust in the right physician, rather than entrusting their family and lives to a stranger.

The legalizations of accessibility of information guarantee the consumer quality care. The disclosure of information makes the physicians work hard to achieve public respect. In order to achieve this, the physician should provide quality and advanced care to his/her patients. In fact, the documentation of physician malpractice and other related information makes physicians strive for excellence and patients' satisfaction. Furthermore, the physicians should use the accessibility of information to benefit themselves. On the other hand, sales representatives might use the information to enrich themselves and earn super profits. The sales representatives will analyze physician's prescription to its customers, and use it to exploit consumers. They will ensure that they equip the most prescribed drugs at high prices. In some cases, they can concentrate on serving the physicians who prescribe a lot of drugs, and spent less time on minimal prescribed drugs. Undoubtedly, right to access physician information can violate the privacy and integrity both the consumer and the physician. Research shows that patients would only want their information known by the physician, as well

as communicating directly. Confidentiality between physicians and patients is tremendously important. In the fundamental nature, it is the responsibility of the physician to maintain patient-physician confidentiality. But the legalization of information and accessibility hinders the confidence level.