



New Episode of “Prescriptions for Health Reform” Now Up At [BlueCrossFoundation.org](http://BlueCrossFoundation.org)

**Consumer-Driven Health Care author Regina Herzlinger talks about the need for transparency in provider outcomes**

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JUNE 26, 2009 — A new episode of “Prescriptions for Health Reform,” a podcast from the Blue Cross Blue Shield of Massachusetts Foundation featuring interviews with leading authors and thinkers in the field of health care reform, is available now at [BlueCrossFoundation.org](http://BlueCrossFoundation.org).

Regina Herzlinger, author of *Consumer-Driven Health Care: Implications for Providers, Payers, and Policymakers*, talks about the need for transparency in provider outcomes, how Switzerland’s health care system models a framework for building a consumer-driven system in the U.S., and how integrated centers focused on the treatment of chronic conditions reduce health care costs.

- **Herzlinger on transparency:** “We have a very good model of the government forcing transparency, and that model is the S.E.C., which Franklin Delano Roosevelt instituted in 1933. Before that time, if you bought a stock, it was like picking a doctor or a hospital now. You had no idea what you were doing.”
- **Herzlinger on the proper role of government in regulating health care:** “Redistribute money so that everybody can buy health insurance; prosecute fraud and abuse; prosecute anti-trust; and make sure that we have a transparent system.”
- **Herzlinger on what Massachusetts health care reform got right:** “Clearly universal coverage, bravo. We showed the model for that and we have picked up hundreds of thousands of people who were uninsured, and that’s great. We are on our way to eliminating lack of insurance in Massachusetts.”
- **Herzlinger on where Massachusetts needs to improve:** “We don’t have enough in the way of cost controls, and we didn’t think hard enough about how to ensure access to care.”

A transcript of the podcast interview is available here:

<http://bluecrossfoundation.org/~media/Files/Podcast/Podcast%20Transcripts/090626HerzlingerTranscriptFIN.pdf>

Listen to the podcast here: <http://bluecrossfoundation.org/Multimedia/Podcasts/Prescriptions.aspx>

New episodes of “Prescriptions for Health Reform” are uploaded every two weeks at BlueCrossFoundation.org; they are also available via free subscription from iTunes. Past episodes of “Prescriptions for Health Reform” feature interviews with Shannon Brownlee, author of *Overtreated: Why Too Much Medicine is Making Americans Sicker and Poorer*, Dr. Jerome Groopman, author of *How Doctors Think*, and Melody Petersen, author of *Our Daily Meds*.

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### **More About The Blue Cross Blue Shield of Massachusetts Foundation**

The mission of the Blue Cross Blue Shield of Massachusetts Foundation is to expand access to health care. Through grants and policy initiatives, the Foundation works with public and private organizations to broaden health coverage and reduce barriers to care. It focuses on developing measurable and sustainable solutions that benefit uninsured, vulnerable and low-income individuals and families in the Commonwealth, and served as a catalyst for the pioneering Massachusetts health care reform law passed in 2006. The Foundation was founded in 2001 with an initial endowment of \$55 million from Blue Cross Blue Shield of Massachusetts. The Foundation operates separately from the company and is governed by its own 18-member Board of Directors. It is one of the largest private health philanthropies in New England and in 2007 was awarded the Paul Ylvisaker Award for Public Policy Engagement by the Council on Foundations.