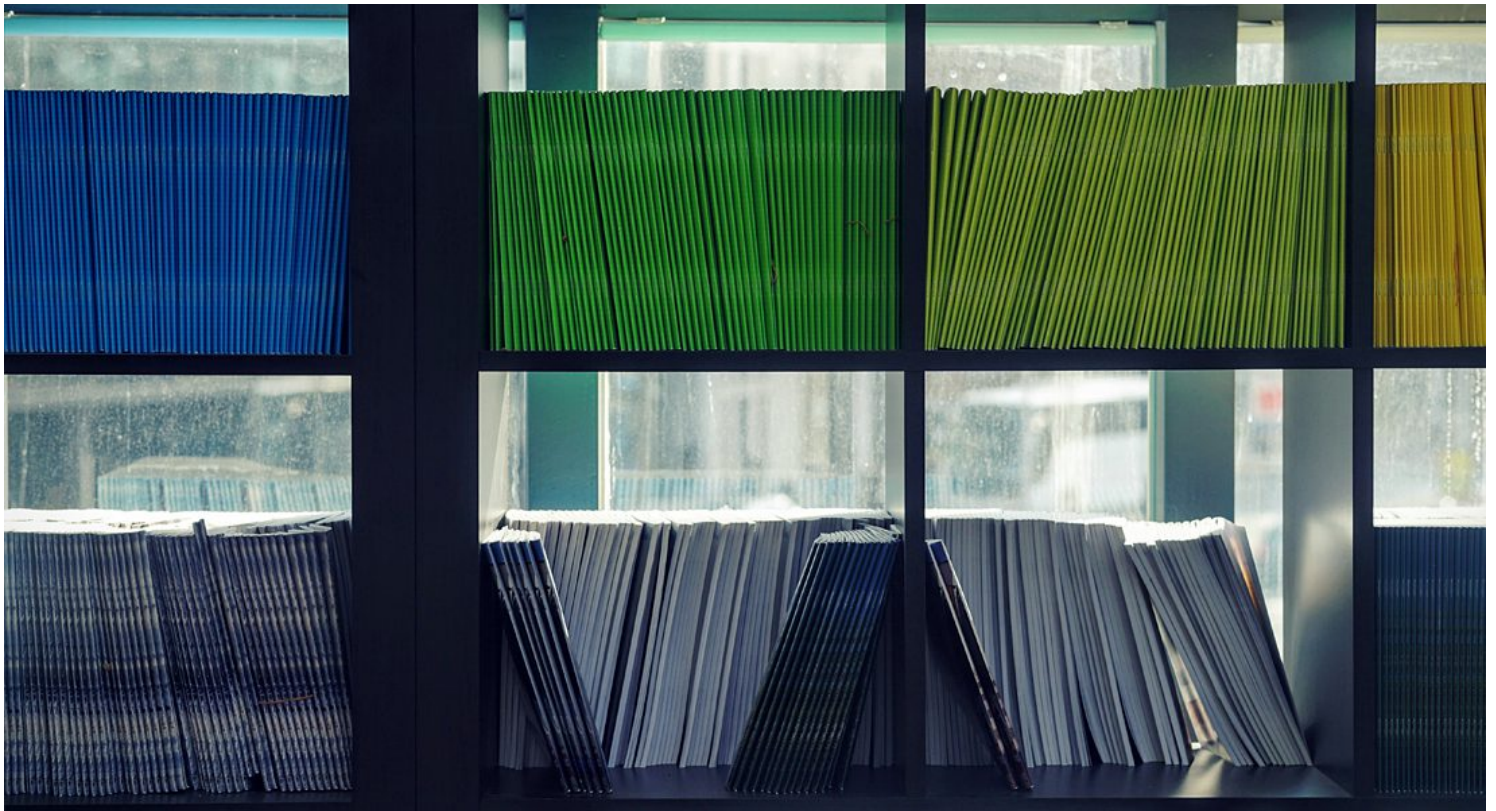


NEWS & INSIGHTS

A New Era of Transparency: Prepare for the Inevitable

BY: [JAMES W. SAXTON](#) | [INSIGHTS](#) | [RESOURCE](#)

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We are entering a new era of increased transparency in healthcare delivery. Advertising and promotional campaigns market healthcare practices and facilities with descriptions such as “best center,” “top patient satisfaction,” and “exceptional quality.” However, these promotions often fail to offer objective statistics to support the claims.

Reprinted from the Fall/Winter 2017 issue of Physicians Endoscopy, EndoEconomics.

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