

# MONEY-DRIVEN MEDICINE

Understanding America's Healthcare Crisis

[www.moneydrivenmedicine.org](http://www.moneydrivenmedicine.org)



*"One of the strongest documentaries I have seen in years and could not be more timely. The more people who see and talk about it, the more likely we are to get serious and true healthcare reform."*

- Bill Moyers

## How You Can Use *Money-Driven Medicine*

*Money-Driven Medicine* provides the essential introduction Americans need if we are to address the unmet healthcare policy challenges of the next decade. Produced by Academy Award winner Alex Gibney (*Taxi to the Dark Side; Enron: The Smartest Guys in the Room*) and inspired by Maggie Mahar's acclaimed book, *Money Driven Medicine: The Real Reason Health Care Costs So Much*, it offers the only systemic look on film at the economics underlying – and often undermining – our \$2.6 trillion healthcare system. You and your colleagues can enhance the dialogue by screening *Money-Driven Medicine* in a wide variety of settings:

- Conferences and Conventions
- Policy Forums
- Staff/In-Service Trainings
- Leadership Development Workshops and Webinars
- Community Dialogues
- Campus Forums
- Town-Hall Meetings
- Classes and Courseware
- Brown-bag Lunch Programs
- House Parties
- Home Viewing by DVD or Digital Streaming

*Money-Driven Medicine* will help your organization and your constituents address a number of critical issues. The professional edition of *Money-Driven Medicine* contains four different versions for use in a broad range of contexts:

- Money-Driven Medicine: The Complete Film (86 min)***  
Traces the influence of financial pressures through every aspect of America's healthcare system and how it shapes the cost and quality of care.
- Inside the Medical-Industrial Complex: Profits and Patients (50 min)***  
An overview of American healthcare economics including the growth and influence of the healthcare industry, "assembly line" medicine, fee-for-service vs. accountable care, over-treatment and supply-driven demand and the rise of specialists at the expense of primary care.
- The Doctor-Patient Partnership: Changing the Culture of American Healthcare (38 min)***  
Doctors reflect on their relationship with patients and the economic pressures they feel. They discuss emergency and rescue care vs. consistent, preventive health management, and how to make primary, patient-centered care based on informed shared decision-making a priority.
- An Introduction to Money-Driven Medicine (18 min)***  
A discussion starter addressing the symptoms, diagnosis and possible cures of America's high cost, low performance health delivery system.



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[www.newsreel.org](http://www.newsreel.org)

California Newsreel is the oldest non-profit, social issue documentary film distribution center in the country and a leading resource for the advancement of racial and social justice.

## FOCUSING YOUR SCREENING: THEMES AND AUDIENCES

*Money-Driven Medicine* and its companion tools (available at [www.moneydrivenmedicine.org](http://www.moneydrivenmedicine.org)) enable you to customize its use toward a variety of curricular goals:

### 1. What's Wrong With American Healthcare? The Overview

*Money-Driven Medicine* explains clearly and dispassionately why the drive to maximize profits infects the quality, integrity and efficiency of healthcare at every level, driving up costs even as it harms patients. These forces will have to be addressed if we are to achieve meaningful reform.

### 2. The Next Healthcare Challenge: Cost Containment with Quality Care for All

*Money-Driven Medicine* makes clear the difference between rationed care and effective, evidence-based care. It explores the how and why of changing incentives from a fee-for-service to a results-based, accountable care system. Viewers learn how evidenced-based and accountable care can both save money and provide better care.

### 3. Patient-Centered Medicine

How has money-driven medicine come between doctors and their patients, harming both? What are the advantages – and challenges – of moving to a care model based on informed, shared decision-making which puts the patient's needs first? *Money-Driven Medicine* provides an orientation to patient-centered medicine and accountable care- the direction in which health care is heading.

### 4. Back to Basics: Primary and Preventive Care

Why does our system devalue - and underpay - primary care providers? Why is time spent talking with patients less important than high-cost, high-tech, highly specialized procedures and surgeries? *Money-Driven Medicine* will help students understand the distinction between primary and specialty care and why the former must serve as the frontline of our health care system.

### 5. Why and How to Become an Informed Patient

The personal stories in *Money-Driven Medicine* provide powerful, even scary arguments about why it is imperative for patients and their families to become their own advocates, skeptical, and unafraid to ask questions. *Money-Driven Medicine* can serve as a primer for patients' safety, rights and advocacy groups ranging on how and why to become a more informed health care user.

For more ideas on how to focus your screening, resources, handouts or to purchase DVDs, visit [www.moneydrivenmedicine.org](http://www.moneydrivenmedicine.org).

For more acclaimed DVDs on health and social justice please visit California Newsreel at [www.newsreel.org](http://www.newsreel.org)