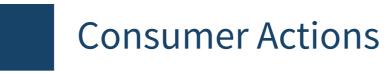
## Navigating Healthcare Uncertainty

How Consumers Can Co-Navigate Healthcare Payment Systems
Uncertainty With Entrepreneurs.









- Health Savings Accounts401K Options
  - A percentage of both

Employers follow
Entrepreneurial
Empowerment techniques
to open up new options
and alternatives for
employees to make new
choices.



## **Explore New Alternatives**

Medical Cost Sharing Programs, for example.

Exploration by consumers/
patients signals to
entrepreneurs the desire
for better choices and
experiences, triggering
responsive innovation.

new insights and value propositions for healthy food, lifestyles.

\* Direct

Primary

\*\* Cash Fee

For Service

Care

## Take Back Consumer Power Research cash, Pay-Out-OfPocket Options DPC\*, CFFS\*\* and others

Entrepreneurial healthcare providers (e.g., FMMA members) initiate new DPC, CFFS and other practice options.



## Be The Consumer! Pay The Bill!

Find options for consumer payment, e.g. Surgery Center Of Oklahoma.

Free markets emerge
when consumers and
entrepreneurs connect
- this happens when
consumers pay bills directly
and can send messages via
the price system.



Choose Austrian Economics To Grow Your Business.

Economics For Business is a project of the Mises Institute, to demonstrate how the application of economic principles helps entrepreneurs succeed.