

Good ideas never get old



Healthcare Policy: Good ideas never get old

Dear Friend of BRI,

February 17, 2015

Markets are fascinating. They are useful, powerful, and astonishingly dynamic. My first experience with them was as a budding entrepreneur in third grade. I recognized a market desire for paper fortune-tellers. For a small fee fellow students could share in the excitement of predicting their futures on pieces of cleverly folded paper. My friend Matt was the craftsman and I, the salesman. "Only 50 cents! Buy one and discover your future!!!" My first venture was a failure; partly because of my elementary school's pesky regulations against such "profiteering," but mostly because third graders are broke and can't really afford to buy anything. I decided to hang up my entrepreneurial hat for the next market opportunity. Then I stumbled across a group in medical school that shared my fascination for markets and economics - **Benjamin Rush Institute**.

Not only does BRI recognize the tremendous benefit markets can bring to medicine and patients, but it is committed to sharing those benefits with students and medical professionals alike. After many years I had found my next entrepreneurial venture! There is a market vacancy for informing medical students about market utility -- to spark innovation, plummet costs and elevate quality of medical care, and enhance patients' lives everywhere. Benjamin Rush Institute is a vessel for transforming medical students into students of both markets and their positive impact on medicine.

At the Medical College of Wisconsin (MCW) we sought to fill the education void regarding markets in medicine with the BRI/AMA Health Policy Journal Club -- informally, **Lunch and Learn Journal Club**. BRI's MCW Chapter partnered with the American Medical Association MCW Chapter to present journal articles on important extra-medical topics sparsely covered in medical school: medical technology, health policy, medical economics, health in the media, and others.

BRI members have presented articles on the roles prices and third party payers play in medicine, Medicaid benefits and failures (e.g. **Oregon Experiment**), and free-market solutions such as health savings accounts. The beauty of our events is that they are welcoming, student-centric opportunities to build resumés, generate discussion, and inform one another about the power of market-driven medicine.



With ten minutes presentation time and ten minutes discussion per article, we feature two student speakers per monthly lunchtime presentation. Robust, regular attendance averaging 50 students signals an unmet need for many who want to understand these issues, but don't know where to start. MCW's BRI chapter has provided the framework for students to learn through discussion and debate.

These ongoing events would never have existed if not for Benjamin Rush Institute. BRI provided the resources for lunch and refreshments, while the idea itself came from a fellow BRI colleague, Sameer Lakha, at last year's BRI Leadership Conference.

[Forward this email to your friends and colleagues](#) and tell them to [sign up for our newsletter](#), like us on [Facebook](#) and follow us on [Twitter](#) if they want to learn more about how markets can solve healthcare's most complex problems.

I believe a *Lunch and Learn Journal Club* model can work on any campus. We can bring the wonder of markets to medicine, improving human lives in ways that few other tools in history have. If a journal club isn't for you, then find your school's market vacancy and fill it! Just steer clear of the fortune-telling business....

Thank you for supporting Benjamin Rush Institute.

Sincerely,

Kyle Delbar, President
Benjamin Rush Institute Chapter @ Medical College of Wisconsin



Next BRI Debate: @ Georgetown University ~ Friday, 03/27 6:30p



Please join us at our next student-produced event at Georgetown University. Open to the public. RSVPs requested.

"Be It Resolved: Affordable, quality healthcare develops from maximizing freedom of choice - not government programs or mandates."

[Register here](#)

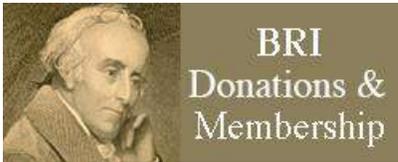
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Thank you for your time and dedication to BRI. We would not exist if it were not for medical students like you who believe in what BRI stands for, and who are willing to give of their time, talent and treasure to help advance healthcare freedom. Please take a few

minutes to join now, or make an additional donation to continue BRI's important work. Thank you!

Benjamin Rush Institute

BenjaminRushInstitute@gmail.com

PO Box 3113

Half Moon Bay, CA 94019



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