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FALL REPORT 2015

Working with medical students and professionals  
to protect the doctor-patient relationship and  
preserve healthcare freedom







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# Year in Review



Each day seems to carry with it news of the declining healthcare system in America. Healthcare costs are on the rise; quality and access are on an ever downward spiral. With the U.S. Supreme Court's decision in *King v. Burwell* this past June, many are ready to give up on the fight against government intervention in healthcare. The Benjamin Rush Institute, however, is not.

Our struggle for quality, affordable healthcare is not an abstract aspiration. It is an immediate, highly personal mission. The current state of our healthcare system is a tragedy that never need have happened. Superior, positive, viable alternatives to government control of medicine exist and are working in America today. But far too few students and practicing physicians know of these alternatives. This information needs to get out now so current and future doctors can become effective advocates for freedom, which will improve and save real American lives.

Your support has made it possible for the Benjamin Rush Institute to present an alternative perspective: free market practices and solutions that protect the doctor-patient relationship and deliver higher quality care than bureaucratic, centralized systems could ever provide. With this report, we will detail the wide variety of events and activities which occurred in the fall of 2015, made possible thanks to friends and supporters like you. As you can see from the student reactions to BRI events, our work is making a difference for the future of healthcare.

During the fall semester of 2015, the Benjamin Rush Institute presented 17 lectures and participated in five debates at a number of top medical schools across the country, including Saint Louis University, Icahn School of Medicine at Mt. Sinai, and Georgetown University School of Medicine. Additionally, BRI provided scholarships for ten active student leaders to attend the Free Market Medicine Association (FMMA) conference in Oklahoma City.






As we enter 2016, BRI is proud to report on these achievements in the pursuit of **our mission**:

Promote healthcare solutions that protect the doctor-patient relationship as the primary means of delivering quality medical care and rely on free enterprise — not bureaucratic dictates — to encourage life-saving innovation and reduce costs.

# Chapters & Affiliates

BRI chapters and affiliates bring together like-minded students and medical professionals to engage in thoughtful conversation and debate. Through networking with medical professionals and their peers, students gain valuable insight into the medical profession and develop skills necessary to become leaders in healthcare reform. In fact, the momentum we've gained in the area of developing leadership inspired our 2016 Leadership Conference theme: Doctors as Leaders, Doctors as Advocates.

BRI began the 2015-2016 academic year with the strongest start ever. Due in great part to our Chapter-in-a-Box program, eight chapters held introductory recruitment meetings (an eight-fold increase from only one in fall 2014). BRI will continue to expand its operations throughout 2016 by establishing new chapters and enhancing programming at existing chapters and affiliates.

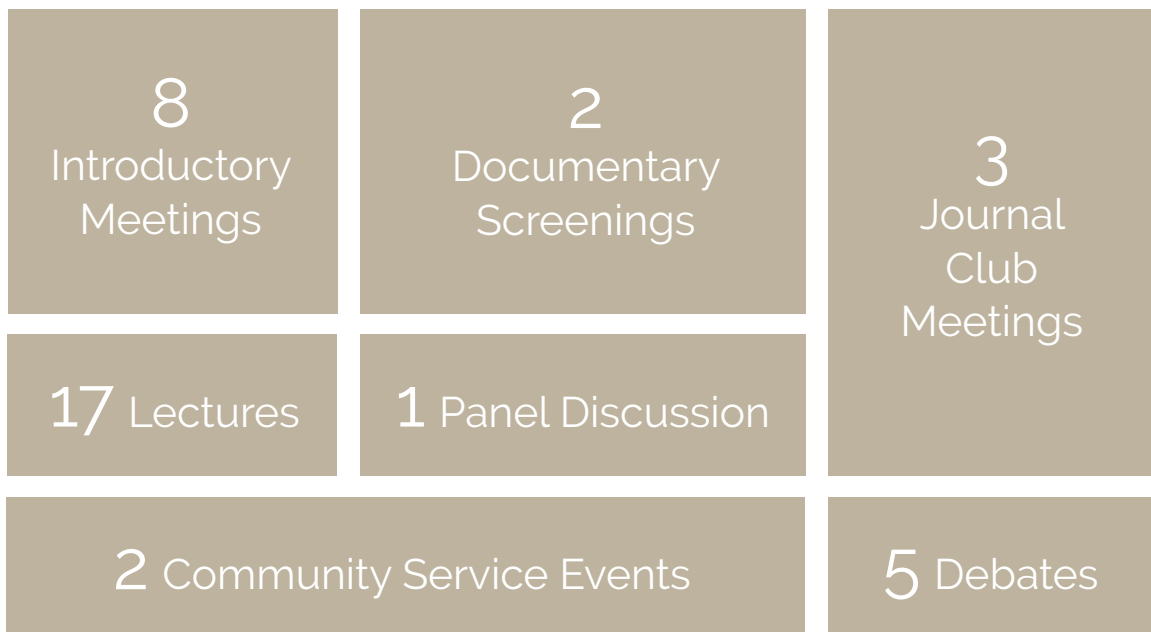
|  |  |   |  |
|--|--|---|--|
|  <p>Chicago, IL</p>       |  <p>Hanover, NH</p>       |  <p>Washington, DC</p>  |  <p>Washington, DC</p>    |
|  <p>New York, NY</p>     |  <p>Indianapolis, IN</p> |  <p>Rochester, MN</p>  |  <p>Milwaukee, WI</p>    |
|  <p>Augusta, GA</p>     |  <p>Athens, OH</p>      |  <p>Stratford, NJ</p> |  <p>Saint Louis, MO</p> |
|  <p>Stony Brook, NY</p> |  <p>Brooklyn, NY</p>    |  <p>Columbus, OH</p>   |  <p>Birmingham, AL</p>  |
|  <p>Irvine, CA</p>      |  <p>Cincinnati, OH</p>  |  <p>Denver, CO</p>    |  <p>Newark, DE</p>      |
|  <p>Louisville, KY</p>  |  <p>Greenville, SC</p>  |  <p>Toledo, OH</p>    |  <p>Madison, WI</p>     |

# Chapter Events



BRI chapters began the fall with a number of lively events and debates. These programs are energizing medical students as they progress in their careers. Not only do BRI events provide them an alternative to more government intervention in healthcare, they show students how and why free enterprise solutions offer the best delivery models for reducing costs and improving patient outcomes.

**This fall, BRI chapters held a total of 38 events.**



Fall events included BRI's signature lecture series, journal club meetings, and documentary movie screenings. On average, these events brought together nearly 50 attendees, with some attracting up to 100, reaching more than 1,300 over the course of the semester.

# speaker series events

The event exceeded expectations. Students who were skeptical asked some tough questions, but Dr. Umbehr answered very politely and knowledgeably. A testament to his effectiveness is that the two students that asked the toughest questions were the very students that stuck around afterward to talk to him more. Both left saying that they were very glad this event was organized, and asked him if they can email him in the future for more information.

MARY HAHN,  
PRESIDENT OF THE  
BRI CHAPTER AT-  
SUNY DOWNSTATE  
COLLEGE OF MEDICINE

BRI lectures draw upon our distinguished Speakers Bureau, a collection of top academics, medical doctors, and policy experts who provide analysis and information to students and community attendees. The Speakers Bureau is a valuable resource for all BRI chapters, making it easy for them to host many high-quality events.

This fall, BRI Executive Director, Dr. Beth Haynes, Robert Graboyes, PhD, Senior Research Fellow at the Mercatus Center at George Mason University, and Dr. Josh Umbehr of AtlasMD, among others, spoke before audiences at 11 campuses.

These events encourage students to participate in discussions about the best solutions to our healthcare problems. While Washington is gridlocked and offers only more bureaucracy and regulation, BRI is equipping the next generation of doctors with a solid understanding of free market principles and laying the groundwork for future healthcare innovation and reform based on these principles.

Some of BRI's most well attended events featured Dr. Josh Umbehr of AtlasMD. "Dr. Josh," as our members call him, has spoken at events throughout the country, focusing on Direct Primary Care (DPC) practices and how DPC improves access to higher quality healthcare. He participated in a healthcare town hall at the University of Louisville alongside Matt Bevin before Mr. Bevin was elected governor of Kentucky. Dr. Umbehr's talks have generated some of BRI's biggest audiences this fall. Students are inspired by Dr. Josh's call to move beyond ideology and are excited about medical delivery models that promote the doctor-patient relationship as the bedrock of medical care.

Dr. Robert Graboyes has also received high praise for his lectures on the future of American healthcare, because he moves the discussion away from divisive politics. Instead, as in his noteworthy lecture "From Fortress to Frontier," Dr. Graboyes challenges audiences to consider a future of innovation versus simply following the status quo. This kind of thinking encourages students to move beyond one-sided paradigms that typically characterize their formal instruction, and encourages them to think about the best, most efficient ways to deliver quality care through free market mechanisms.

# our events



## FROM FORTRESS TO FRONTIER: HOW INNOVATION CAN SAVE HEALTHCARE

📍 Georgetown University School of Medicine

👤 Robert Graboyes, PhD



## BRI HEALTHCARE TOWN HALL

📍 University of Louisville School of Medicine

👤 Matt Bevin, Republican Candidate for KY Governor

Dr. Josh Umbehr, AtlasMD

Akash Chougule, Deputy Director of Policy at Americans For Prosperity



## HOW FREE MARKETS BENEFIT THE POOR

📍 Saint Louis University School of Medicine

👤 Dr. Beth Haynes



## DIRECT PRIMARY CARE PRACTICES: IMPROVING ACCESS TO AND QUALITY OF PRIMARY CARE

📍 SUNY Downstate School of Medicine

👤 Dr. Josh Umbehr, AtlasMD



## INTRODUCTION TO DIRECT PRIMARY CARE

📍 Icahn School of Medicine at Mt. Sinai

👤 Dr. Josh Umbehr, AtlasMD



*BRI's Healthcare Town Hall at the University of Louisville drew 100 attendees.*



“

Benjamin Rush Institute has done a fantastic job bringing in a diverse group of physicians from across the Indianapolis area; Dr. Schmidt is certainly one of them. It was a pleasure to hear him talk about the field of concierge medicine. I was not familiar with the topic so many of the concepts he was talking about seemed impossible with the current state of medicine. Learning that concierge doctors see significantly fewer patients and have the opportunity to spend more time building the doctor-patient relationship, was incredibly refreshing. Dr. Schmidt's talk helped me realize that the medicine I want to practice is not the pipe dream I once thought it was.

”

GABE K., MARIAN UNIVERSITY OF OSTEOPATHIC MEDICINE STUDENT ATTENDEE



#### FORTRESS AND FRONTIER IN AMERICAN HEALTHCARE

📍 George Washington University School of Medicine & Health Sciences  
 👤 Robert Graboyes, PhD



#### DIRECT PRACTICE MEDICINE: CAN THE FREE MARKET FIX HEALTHCARE?

📍 Marian University of Osteopathic Medicine  
 👤 Dr. Jonathan Schmidt



#### HEALTH POLICY WITH DR. FREDRICKS

📍 Ohio University Heritage College of Osteopathic Medicine  
 👤 Dr. Todd Fredricks



#### BIAS IN MEDICAL DATA

📍 Marian University of Osteopathic Medicine  
 👤 Dr. Timothy Von Fange



#### PRICE TRANSPARENCY

📍 Saint Louis University School of Medicine  
 👤 Dr. Keith Smith



#### DIRECT PRIMARY CARE

📍 University of Colorado School of Medicine  
 👤 Dr. Lisa Davidson



#### DIRECT PRIMARY CARE

📍 The Ohio State University College of Medicine  
 👤 Dr. Josh Umbehr



### DIRECT PRIMARY CARE

📍 Ohio University Heritage College of Osteopathic Medicine

👤 Dr. Josh Umbehr



### THE HISTORY OF GOVERNMENT IN U.S. MEDICINE

📍 SUNY Downstate School of Medicine

👤 Dr. Beth Haynes



### WE CAN'T FIX HEALTHCARE UNTIL WE UNDERSTAND WHAT INSURANCE IS AND ISN'T

📍 Icahn School of Medicine at Mt. Sinai

👤 Dr. Beth Haynes



### THE ECONOMICS OF HEALTHCARE INSURANCE: SUPPLY AND DEMAND

📍 The Ohio State University College of Medicine

👤 Suyang Li



### HOW MARKETS BENEFIT THE POOR

📍 Stony Brook University School of Medicine

👤 Dr. Beth Haynes



### THE HISTORY OF GOVERNMENT IN U.S. MEDICINE

📍 Rowan University School of Osteopathic Medicine

👤 Dr. Beth Haynes



*Dr. Keith Smith, Surgery Center of Oklahoma, skypes with the Saint Louis University BRI chapter.*



*Dr. Josh Umbehr inspires medical students about Direct Pay Primary Care.*

# debates

I want more events like this!

I'm interested in hearing more arguments about free markets.

The event reminded me of the open environment in college to discuss ideas.

STUDENT TESTIMONIALS  
FROM THE OCTOBER 21  
DEBATE

Debates have been a major part of BRI's programming since we began in 2009. BRI debates are lively events that bring together speakers from opposing sides of a healthcare policy argument to engage in spirited defense of their views. These informative debates are some of the most highly attended events produced by BRI student leaders.

Thanks to our chapters' tireless efforts, BRI is gaining greater recognition as a premier voice for free market principles in the medical field and has received invitations to participate in debates from a growing number of schools, including the Albert Einstein College of Medicine, where BRI won a debate on single-payer healthcare. And while BRI sponsored debaters do not win at every showing, students frequently send positive feedback about the debates and show a desire to learn more, as in the debate at the Icahn School of Medicine on October 21.

This fall the Benjamin Rush Institute took part in five important debates on free market versus centralized healthcare systems.



*Drs. Raymond Raad and Beth Haynes debate against single-payer at Albert Einstein College of Medicine.*

## our debates



### HEALTHCARE POLICY: MORE FREEDOM OR MORE GOVERNMENT?

📍 University of Louisville School of Medicine

👤 **Free Market Direct Primary Care Model:**  
Dr. Mark Wheeler, Direct Primary Care

👤 **Nationalized Healthcare Model:**  
Dr. Syed Quadri, Physicians for a National Health Program



### BE IT RESOLVED: FOR-PROFIT HEALTHCARE IS BETTER FOR PATIENTS

📍 Icahn School of Medicine at Mt. Sinai

👤 **In favor:** Dr. Mitchell Heller, Emergency Physician

👤 **Opposed:** Dr. David Himmelstein, Physicians for a National Health Plan  
**Moderator:** Mr. Robert Zimbhoff, Icahn medical student



### ARE HEALTH INSURANCE PREMIUMS RISING BECAUSE OF GREEDY CORPORATIONS, OR COSTLY REGULATIONS?

📍 University of Delaware

👤 **Costly Regulations are the cause:** John Graham, Senior Fellow at The Independent Institute and a Senior Fellow at the National Center for Policy Analysis

👤 **Greedy Corporations are the cause:** Dr. Geoff Wilson, Physicians' Organizing Committee



### BE IT RESOLVED: IT SHOULD BE LEGAL FOR DOCTORS TO PARTICIPATE IN INTENTIONALLY HASTENING A PATIENT'S DEATH

📍 Icahn School of Medicine at Mt. Sinai

👤 **In favor:** Dr. David Leven, Executive Director of Compassion & Choices of NY

👤 **Opposed:** Dr. Stefan Baumrin, PhD, JD, Professor Emeritus of Philosophy at City University of New York

**Moderator:** Robert Zimbhoff, Icahn medical student



### IS SINGLE PAYER HEALTHCARE RIGHT FOR AMERICA?

📍 Albert Einstein College of Medicine

👤 **In favor:** Leonard Rodberg, PhD, Professor and Chair of Urban Studies at Queens College/CUNY, and Dr. Elizabeth Rosenthal, Retired Dermatologist

👤 **Opposed:** Dr. Beth Haynes & Dr. Raymond Raad, Psychiatrist

# other programs and events

## Introduction Meetings

A number of BRI chapters held introductory meetings for interested students and medical professionals:



📍 Marian University College of Osteopathic Medicine



📍 Icahn School of Medicine at Mt. Sinai



📍 Medical College of Wisconsin



📍 Ohio University Heritage College of Osteopathy



📍 Saint Louis University School of Medicine



📍 SUNY Downstate College of Medicine



📍 The Ohio State University College of Medicine



📍 Chicago Medical School

## Medical College of Wisconsin Journal Club Meetings

The BRI chapter at the Medical College of Wisconsin holds a monthly, student-led Journal Club meeting to discuss topics ranging from medical innovation and economics, to health policy and politics. The Journal Club is co-sponsored with the student group of the American Medical Association, the nation's largest association of medical doctors. These successful meetings allow BRI students to engage their peers in discussion and debate as they think through the implications of how policy decisions will affect their ability to deliver the best care to their patients. The Medical College of Wisconsin Journal Club is a model for how other BRI chapters can enhance their presence on campus through partnering with existing organizations. BRI will continue promoting this model with other chapters in 2016.



ECONOMICS OF HEALTHCARE



THE IMPORTANCE OF HOSPICE CARE



HEALTHCARE SYSTEM FINANCING

## Community Service Events



COMMUNITY SERVICE EVENT — ATTENDED BY 50 MEMBERS

Held by BRI Chapter at Marian University College of Osteopathic Medicine

On November 12, the BRI chapter at Marian University College of Osteopathic Medicine held a community service event attended by 50 members. Pairing up with the Thomas More Society and Operation Leftover, volunteers met to serve the homeless and impoverished in Indianapolis, and provide warm blankets and other needed items.



COMMUNITY SERVICE EVENT — RAISED \$550

Held by BRI Chapter at SUNY Downstate College of Medicine

Community service is required at some schools in order to receive formal campus recognition. BRI students appreciate the opportunity to give back to the communities in which they live and study. Reports BRI leader Mary Hahn from SUNY Downstate College of Medicine:



In order to get club funding from Med Council and University Council at school we need to hold a service event once in the fall and once in the spring. I decided to raise money for a local youth organization, East Flatbush Village Inc. They provide after school programs for kids in East Flatbush like football, cheerleading, art classes, etc. They also serve as a resource for kids who come from broken homes, since East Flatbush is a terribly poor community. My goal was just to raise \$50 or so, but we are now up to nearly \$600.





## Documentary Screenings



MOVIE NIGHT: *WAIT TILL IT'S FREE* DOCUMENTARY REVIEW & DINNER AT SAINT LOUIS UNIVERSITY, LEARNING CENTER

📍 Saint Louis University School of Medicine



FILM SCREENING: *POVERTY, INC*

📍 Geisel School of Medicine at Dartmouth

Documentary film screenings provide BRI chapters with an opportunity to inform an audience and spark discussion on relevant issues in healthcare education and policy. BRI sponsored two film screenings this semester. *Wait Till It's Free* explores the reasons behind the escalating healthcare costs in America, the perils of rationing that are inherent to government-controlled healthcare, and potential market-oriented solutions to our nation's healthcare crisis. The documentary, *Poverty, Inc.*, investigates the multi-billion dollar humanitarian aid industry and shines a spotlight on how its actions can undermine the very people and communities it is meant to serve.

“

Keep hosting events. These are great opportunities to think about how we provide care, and even though most physicians get into medicine to help people these conversations illuminate our actual ability to fully help patients.

MEDICAL STUDENT, BRI EVENT ATTENDEE

”








# Collaborations



BRI's leadership continues to attend conferences and events to promote the organization's name and mission and identify collaborative opportunities with partner organizations. These collaborations help BRI educate a wider audience about healthcare solutions that harness the power of the free market, such as Direct Primary Care.

## Healthcare Innovators' Dinner

On December 7, BRI's Beth Haynes joined a diverse set of innovators working to improve healthcare in America. The dinner was hosted by the Mercatus Center and held in San Francisco, CA. Attendees included:

-  **PAT BASU, MD**  
Chief Medical Officer at Doctor on Demand, a nationwide telemedicine company
-  **DARCY NIKOL BRYAN, MD**  
Physician/surgeon (OB/GYN) in Riverside, CA
-  **BETH HAYNES, MD**  
Executive Director of the Benjamin Rush Institute
-  **ZAK HOLDSWORTH**  
Founder and CEO of Hint Health, engaged in Direct Primary Care
-  **JASON HWANG, MD**  
Chief Medical Officer for Icebreaker, an asynchronous telemedicine company
-  **IAN SHAKIL**  
Founder and CEO at Augmedix
-  **LECK SHANNON, ANNA MILLS, BETHANY STALTER, and ROBERT GRABOYES, PHD**  
of the Mercatus Center



It's great to have you guys on campus! It's nice to hear a different perspective.

MEDICAL STUDENT, BRI EVENT ATTENDEE





## State Policy Network Annual Meeting

BRI Executive Director Beth Haynes and Program Management Consultant Charlotte Monte attended the State Policy Network's Annual Meeting in September in Grand Rapids, Michigan. The event gave BRI the opportunity to network with over 1,000 free market staffers representing over 300 organizations from 49 states.

## American Academy of Private Physicians (AAPP)

This past fall, the American Academy of Private Physicians (AAPP) reached out to BRI and offered to provide scholarships for four of our students to attend their Fall Summit in Washington, D.C.. BRI students enjoyed the opportunity to hear from and meet with private physicians working on the front lines of innovative delivery models such as Direct Primary Care.

## Free Market Medical Association (FMMA)

BRI awarded scholarships to ten student leaders to attend the Free Market Medicine Association's (FMMA) conference, "Disruptive Changes: Treating Patients Better and Faster with Transparent Prices and a Free Market" in Oklahoma City this past August. FMMA is an organization of healthcare professionals who support free market principles in medical practice. BRI is grateful to FMMA for generously covering the conference fees for our ten student leaders.



*BRI student leaders on a personalized tour by Dr. Keith Smith of the Surgery Center of Oklahoma.*



# BRI Website



## Expanding Online

Through a dynamic web presence, BRI is expanding its reach beyond medical students to a diverse audience of thousands. Our website received nearly 2,000 unique hits in November 2015, a record number. Frequent postings on social media highlight BRI's work and act as an important role in framing the discussion for alternatives to bureaucratic government intervention in America's healthcare system. A recent Facebook post on innovation in medicine received 4,300 organic (non-sponsored) hits. People know that more government intervention is not the solution to our healthcare challenges, and the audiences we've attracted prove there is a growing interest in identifying alternatives that offer lower costs and better patient outcomes.

## Student Blog Posts

BRI student leaders are helping to grow our online impact. This semester, several students contributed blog posts educating fellow BRI members and the general public on diverse topics. We were proud to feature the following posts on our website:

✔ **PRICE TRANSPARENCY, AND OTHER WAYS TO DELIVER QUALITY HEALTHCARE**  
by Warren Linnerooth, University of Wisconsin School of Medicine and Public Health

✔ **SHOULD THERE BE PROTECTIONISM IN HEALTHCARE?**  
by Joshua de Gastyne, Georgetown University School of Medicine

✔ **FREE MARKET HEALTHCARE: BUT WHAT ABOUT THE POOR?**  
by Linda Pan, The Ohio State University College of Medicine

✔ **DON'T WORK FOR A HOSPITAL! REFLECTIONS ON AN INDEPENDENT PRACTICE**  
by Brennan Wright, The Ohio State University College of Medicine

✔ **PRICE TRANSPARENCY'S RIPPLE EFFECT IN ACTION: BETTER HEALTHCARE FOR MORE PATIENTS**  
by John Flo, Saint Louis University School of Medicine

✔ **LIFE ENHANCEMENT CENTERS: A NEW, HOLISTIC HEALTHCARE PARADIGM**  
by Faith Njoku, University of California - Irvine School of Medicine

✔ **DIRECT PRIMARY CARE: PROVING EFFECTIVE THROUGH TIME**  
by Daniel McCorry, Georgetown University School of Medicine

✔ **DIRECT PRIMARY CARE: WIN-WIN SOLUTIONS FOR DOCTORS AND THEIR PATIENTS**  
by Zach Howell, undergrad-University of Delaware

✔ **ADAM RUSSO, ESQ. OF THE PHIA GROUP, EXPLAINS THE REAL CAUSES OF HIGH HEALTHCARE COSTS AT 2015 FMMA CONFERENCE**  
by Kristy Hawley, George Washington University School of Medicine & Health Sciences

✔ **RESTORING THE DOCTORS' VOCATION PHILOSOPHICALLY AND PRACTICALLY**  
by Trenton Schmale, Marian University College of Osteopathic Medicine

“

Somehow the everyday practicing physicians in this country need to grab the hearts and minds of young doctors when they are in medical school to enlighten them to these profound issues in healthcare. Every great revolution and movement in this country of ours captured the hearts of youth and the younger generation. What "they" on the outside don't know is we have a common bond in medicine and that sensitive, passionate, and resonant chord has not even been fully tapped into. To which I say, 'Bring it on!'

”

DAN CRAVIOTTO, MD



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