



\*\*\*NEWS RELEASE\*\*\*

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## **Standardization of Care Hurts the Patient Experience, According to New Study**

*Twila Brase of Citizens' Council for Health Freedom: As Hospitals Forced  
to Follow Mandates, Patients Come Second*

**St. Paul, Minn.**—Which is more important? Standardizing care or ensuring a positive patient experience?

To patient advocate **Twila Brase, president and co-founder of Citizens' Council for Health Freedom, a patient-centered national health policy organization** based in St. Paul, Minn., there shouldn't be a trade-off. But new research shows that hospitals that adopt strategies to meet government requirements see a decline in the quality of individual patient experiences.

The study by Ohio State University researchers was featured recently in *Manufacturing & Service Operations Management*, and found that as state and federal mandates are met patients ultimately suffer, showing a negative link between clinical quality and patient experience.

***“This is a perfect example of how government mandates are again trumping the health and welfare of American citizens,” Brase said. “When will we learn that doctors and nurses have to be given the freedom to treat patients as individuals? We are tying the hands of our medical professionals through our government's mandate that care be standardized. Care is not something that should be standard. It's personal, it's human, and it can't be controlled by government mandates. When it is, the patient is the one who suffers, as we see in this study.”***

Researchers surveyed directors of quality or chief nursing officers at 284 hospitals in 44 states about their adherence to guidelines from the Centers for Medicare & Medicaid Services, as well as state patient safety guidelines, mandated in 2003. The researchers weren't surprised to find that implementing techniques to reduce medical errors and improve patient safety did, in fact,

improve outcomes. However, they unexpectedly found that “these improvements sometimes came at the expense of the quality of the patient experience.”

"We don't want to lose sight of the patients, who are often treated as commodities these days," stated the lead author of the study from Ohio State University . "Clinical quality is about doing things correctly—strict guidelines, standardization and checklists, for example—so when you consider experiential quality is about customizing health-care delivery to an individual patient's needs, there is a tension there.”

**Twila Brase** shares health care-related news with the American public in her daily, 60-second radio feature, **Health Freedom Minute**. **Health Freedom Minute** airs on the entire American Family Radio Network, with more than 150 stations nationwide, in addition to Bott Radio Network with over 80 stations nationwide. During the daily features, **listeners can learn more about the agenda behind proposed health care initiatives and policies and what they can do to protect their health care choices, rights and privacy.**

**Brase** , a public health nurse and health care freedom advocate, informs listeners of crucial health issues, such as the intrusive wellness and prevention initiatives in Obamacare, patient privacy and the need for informed consent requirements, the dangers of “evidence-based medicine” and the implications of state and federal health care reform.

**Health Freedom Minute** is sponsored by the **Citizens’ Council for Health Freedom**, a freedom-focused, patient-centered national health care organization based in St. Paul, Minn. **CCHF** supports patient and doctor freedom, medical innovation and the right of citizens to a confidential patient-doctor relationship.

For more information about **Citizens’ Council for Health Freedom** or to sign up for **CCHF’s Health eNews**, visit [www.cchfreedom.org](http://www.cchfreedom.org).

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**For more information or to interview Twila Brase, president and co-founder of Citizens’ Council for Health Freedom, contact Michael Hamilton, Hamilton Strategies, 215.519.4838, 610.584.1096, [MHamilton@HamiltonStrategies.com](mailto:MHamilton@HamiltonStrategies.com)**

*Twila Brase is president and co-founder of the Citizens’ Council for Health Freedom . She has been called one of the “100 Most Powerful People in Health Care” and one of “Minnesota’s 100 Most Influential Health Care Leaders.” The Council’s efforts have stopped government-issued treatment directives, added informed consent requirements for access to patient data and defeated a proposed Health Insurance Exchange. Brase’s daily radio commentary, **Health Freedom Minute**, is a 60-second radio address on pressing health care issues. She has been interviewed by CNN, Fox News, Minnesota Public Radio, NBC Nightly News, NBC’s Today Show, NPR, New York Public Radio, the Associated Press, Modern Healthcare, TIME, The Wall Street Journal, The Washington Post and The Washington Times, among others.*