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Marketing Patient Privacy

I have long said privacy should become a marketing tool. Doctors should refuse to use an online electronic medical record. They should refuse to put your records into the National Health Information Network – the intrusive national system that will give 2.2 million entities access to your data. Doctors should use the promise of privacy to drive patients into their clinics.

Now a surgical center has made that promise. Doctor Keith Smith, head of The Surgery Center of Oklahoma, wrote a blog “declaring the absence of an electronic medical record” as part of their marketing strategy. He says, “Your Secrets Are Safe With Me.” Wonderful. Who will be next to promise privacy?