

# Consumerism in Health Care

## Educational Campaign



## What You Should Know

Consumerism in health care is based on the idea that individuals should have greater control over decisions affecting their health care.

The most important person in the health care equation is the patient. As a patient, you can make your care safer by being an active, involved, and informed member of your health care team. You have a responsibility to learn about the costs for treatment options and make an effort to verify that a recommended treatment is necessary.

A number of innovative products and plans are advancing the consumerism trend. Health Savings Accounts (HSAs) and Health Reimbursement Arrangements (HRAs) are savings vehicles generally paired with High-Deductible Health Plans (HDHPs).

## Take Charge of Your Health Care Destiny!

Johnson County is rolling out an educational campaign on health care consumerism. The first article was introduced in Good Morning Johnson County in April. Three more newsletters will be distributed over the next several months.

## What's Coming

**Issue 1**—Consumerism 101

**Issue 2**—What Is a Qualified High-Deductible Health Plan?

**Issue 3**—Is This Right For Me?

Watch your mailbox for “Consumerism in Health Care” newsletters!