2009

Pricing Transparency in Healthcare for the Underserved: A Lesson from the Persian Gulf

Nelson King
American University of Beirut

Follow this and additional works at: http://aisel.aisnet.org/amcis2009

Recommended Citation
http://aisel.aisnet.org/amcis2009/48

This material is brought to you by the Americas Conference on Information Systems (AMCIS) at AIS Electronic Library (AISeL). It has been accepted for inclusion in AMCIS 2009 Proceedings by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact elibrary@aisnet.org.
Pricing Transparency in Healthcare for the Underserved: A Lesson from the Persian Gulf
Nelson King
Olayan School of Business, American University of Beirut, Riad El-Solh, Beirut, Lebanon.

Abstract:
The rising cost of healthcare in the U.S. has enlarged the underserved community. In the ongoing debate to lower healthcare costs, transparent pricing is one mechanism purported to make healthcare more affordable. The experience of a small hospital located in the Persian Gulf that integrated an outpatient physician order entry and billing system offers several lessons. First, IT can enable transparent pricing such that clinicians can make real-time treatment decisions that include cost as a criteria. Second, a focus on pricing transparency alters the integration trajectory for healthcare information systems. While IT may enable price transparency in the examination room, technology is limited in addressing the ethical underpinning of its use. However, lessons from the developing world offer insights into providing healthcare for more established societies.