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# Are We Transitioning to a Consumer Model of Healthcare Delivery? What are the Ethical Implications for Clinicians?

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12:00 - 13:00 MST Dvorkin Centre (2G2.07 WMC) University of Alberta Hospital

I will discuss several recent examples in law, government policy, and professional regulatory guidelines, that point towards an undeclared transition from a professional model of healthcare delivery to the expectation of a "consumer" model of healthcare where specific treatments are *expected* upon consumer demand rather than offered based on clinical appropriateness. I will discuss the potential harms of such a system and encourage discussion as to how we might mitigate the risk of such a transition in health professions.

## **EVERYONE WELCOME!**

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