Letters Celebrity patients

The third way

BMJ 2009; 339 doi: http://dx.doi.org/10.1136/bmj.b4821 (Published 17 November 2009) Cite this as: BMJ 2009;339:b4821

Jan Willem Coebergh, professor of cancer surveillance

1 Erasmus MC, 3000 CA Rotterdam, Netherlands

coebergh@planet.nl

The media events surrounding celebrity patients described by Patel suggest a modern way to make money out of the concept of celebrity for everyone.1

Let every healthcare institution of a certain size open a radio-TV-blog-twitter studio, annexe, or media department with local, regional, national, or even international exposure and instant news breaking opportunities. These might include daily talk shows with experts (professionals or patients) providing details and comments, discussing medical policies, and, of course, exploring the emotional impact on patients and their families and friends (or enemies). They could be instant pictures of blood, sweat, tears, joy, and misery, and perhaps advice on the best undertaker service.

There will be enough advertising opportunities from shops selling flowers, baby food, nappies, etc, as well as trauma psychologists, undertakers, and the like, to make this sufficiently profitable to pay for all the extra resources needed to provide top quality services—for everybody. Media services could work for the NHS at large—the true third way of attaining communist ideals with capitalist methods.

Notes

Cite this as: BMJ 2009;339:b4821

Footnotes

- Competing interests: None declared.

References