

The third way

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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

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Footnotes

- Competing interests: None declared.

References

1. Patel K. I'm a celebrity, get me the best treatment here. *BMJ*2009;**339**:b4426. (28 October 2009.)