

Consumer commission on health care accreditation is organized

The nation's first consumer commission on hospital and health services accreditation was launched last month in New York City, representing a movement on the part of consumers and concerned health professionals to provide factual data on the costs and quality of health services.

In one of its first actions, the Consumer Commission on Accreditation of Health Services issued its first report on the city's proprietary hospitals, naming the owners of the privately owned facilities and detailing their levels of service.

"This is the first time an effort

of this magnitude has been undertaken by a consumer organization in the health field," according to Edward Gluckmann, executive vice-president of the Commission. "We believe the Commission is a beginning and a breakthrough to stabilizing the dizzy escalation of hospital and medical costs in the New York area."

The Commission will collect, evaluate, and publish information for health consumers on the availability, quality, and costs of health services, including those provided by nursing homes, mental health centers, medical groups, and drug plans. The evaluations will

be published in a series of profiles in the Commission's publication, "Health Perspectives."

The standards which will be prepared by the Commission for use in its ratings "will be based on consumer expectation of high quality medical care," Gluckmann said. "We will examine all health services from the vantage point of the people who spend over \$10 billion a year in New York for medical care."

The emergence of the Commission, Gluckmann continued, "brings us to an end of the era where the health consumer has no real voice in the delivery of health services because of a lack of relevant information. . . This will make it possible. . . to make intelligent decisions about how to pay for health care and where to get the quality of care American medicine can deliver, and propose alternative delivery systems that meet [consumer] needs."

Advertising Council drive to spark interest in health

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dramatic effect, the "team concept" of health care will be stressed, and all health interests are expected to benefit.

attitude toward a career in health, and to stimulate requests for information on specific careers.

Advertising copy is expected to stress the "excitement and

In an April 3 meeting at NHC