

Transparency should be mandatory in the healthcare industry

The following is an opinion editorial by Beth Pereira of IMT:

In a world where corruption is rampant and money is king, people are desperately seeking to find truth and integrity. Unfortunately, it's still hard to find these virtues in the place where it should be the easiest: the health care industry.

The lack of transparency with many doctors or organizations is typically seen when they choose not to speak directly to their patients about costs, procedures or potential side effects of certain medications.

IMT's Corporate Transparency Pledge

Our team at IMT seeks to change that. We want our public to know exactly what we do, why we do it and be able to access relevant health information about our products and procedures.

Because of our position in the healthcare industry, we believe it is our moral obligation to stand beside other organizations who pledge to remain transparent with their publics and clients.

If our core motivation is to create medical devices to improve a human's sight and consequently their well-being, then our client's welfare takes precedence over everything.

Accessibility of Information

From 2015 to 2020, it has been calculated that patient out-of-pocket healthcare costs increased from \$338 to \$425 billion due to co-plans, sponsors, etc.¹ It is common for medical companies to have hidden fees and consistently increase out-of-pocket-expenses, but should it be? If the role of healthcare is to benefit the well-being of humanity, then why do health expenses benefit third parties and not the patient? Shouldn't patients know everything about their health-related spending?

Additionally, the quality of treatments has been tied to the transparency of information² which is why IMT provides a detailed invoice before purchasing any ophthalmology products with all fees clearly listed for our doctors, their patients and distributors to view.

IMT has regulatory information, licensing and product studies that are easily accessible to doctors and patients upon request. Our IOL's, KERATACx and medical devices are also clearly labeled, tested and up to date with regulations.

The healthcare industry was founded to benefit humans across the globe, and we still believe it can be that way. We will continue to speak up for our patients' care and know that more will join us in our pledge of transparency.

Beth Pereira is the Marketing Communications Specialist at IMT.

About IMT

IMT stands for International Medical Technologies and exists to aid doctors in providing the highest quality products for their patients and increase innovations in the field of ophthalmology. Its main purpose is to give people who are suffering with various eye diseases such as cataracts and multifocal problems a second chance by experiencing their life in focus. Find more information about IMT at imt-usa.com.

¹ Forbes, [U.S. Healthcare Markets Lack Transparency; Stakeholders Want To Keep It That Way](#)

² USC Price, [Executive MHA Blog](#)

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