

How to Shop for a Surgeon, Online

If you need surgery, you first want the right surgeon. You also want convenience: a comprehensive service package, a clear price, and confidence that there won't be surprises.

Well, you can get all online. You can get it online because a growing number of American and foreign surgeons are coming together as Surgeo, a website that opens simple access to the surgeons that they would use if they needed surgery.

Here is how it works.

In surgery, quality comes from the surgeon. So the first thing these surgeons did was ask themselves a simple question: which surgeons deliver the kind of quality that would cause them to send their loved ones there? Surgeons have a real advantage in answering this question because they train together, cover each others' patients on weekends, and scrub together on cases.

Surgeons know surgeons better than anyone else. So under Surgeo, you get the benefit of their collective wisdom because they only bring in the surgeons they would personally use.

Convenience comes from administrative clarity and support. So the next thing these surgeons did was design flat-fee, transparently priced packages that include all the things they think you would need.

So for example, they packaged physical therapy in with knee replacement surgery, so you don't have to worry about that. Then they packaged in those pesky ancillary procedures. So if you need gastric sleeve surgery for weight loss and your surgeon finds you need a hernia fixed, it's included: with no extra bill to worry about.

They also built in things you never find, such as simple healthcare financing. When did you last hear of that? So if you need a knee replacement and money is tight, Surgeo can help you arrange better terms through a loan. And in some cases, such as robotic prostatectomy for prostate cancer, they even wrap in complications protection, to give you peace of mind.

Healthcare delivery is going through monumental reforms. The government and other third parties are ever complicating what once was a pretty simple physician-patient relationship. This has made it hard to find good surgeons, get clear prices, and simply access good care.

Surgeo is the reverse. Surgeo is a surgeon-driven effort to once again simplify access to quality care and revive what has always been the purpose of healthcare: to help you get well.

If you need surgery, you need a qualified surgeon and you need convenience. Surgeo helps you find them.

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