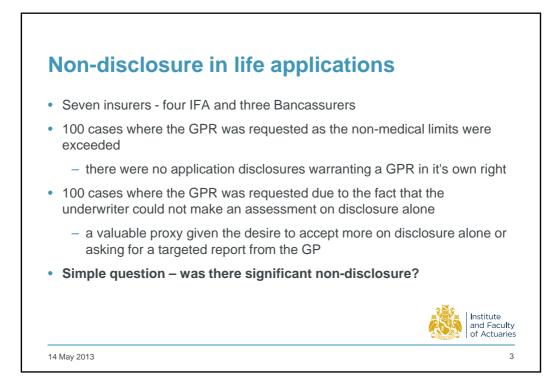


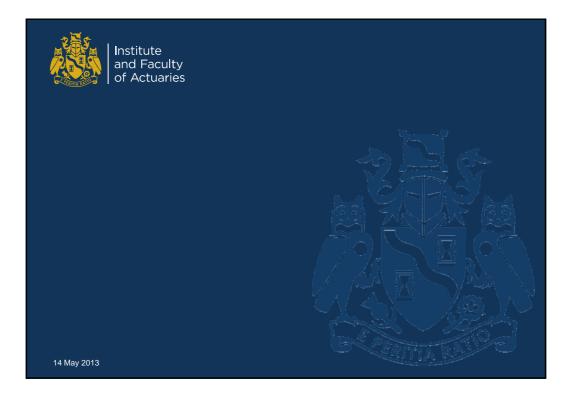
Why don't people tell us what we want them to – and what can we do? Andrew Wibberley and Dr Rob Rosa

14 May 2013



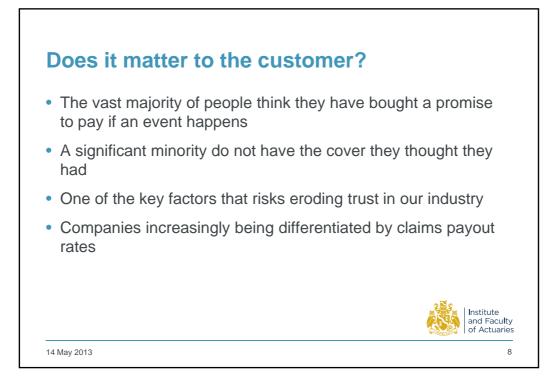






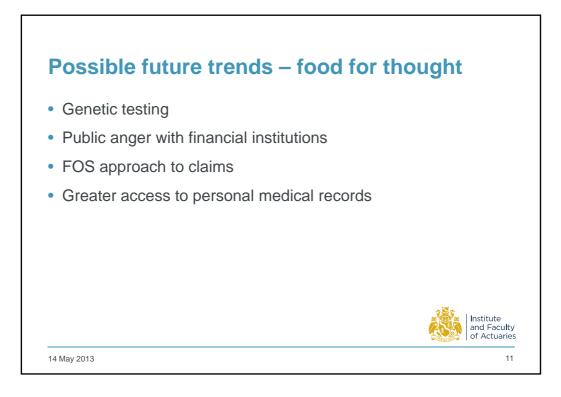
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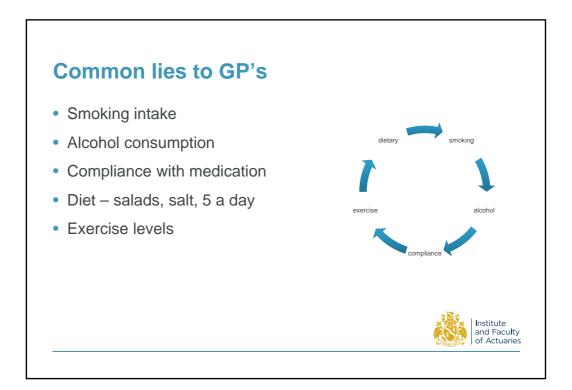


Total misrepresentation	Lost premium calculation	Cost
15%	(12x100) + (3x600)	30%
10%	(8x100) + (2x600)	20%
5%	(4x100) + (1x600)	10%
2%	(1.6x100) + (0.4x600)	4%









Scanty	Garrulous	Focused
Disengage	Difficult to interrupt	Closed responses
Health seeking rejection	Pose many symptoms – "crowding"	Direction
Dr feels dissatisfaction	Patient in control	Set agenda obvious

