

Cutting confusion out of health care

Rob Swindell
The Chronicle-Telegram

Even before health care reform, navigating the health care system could be confusing, time consuming and emotional. Those requiring medical care may have to choose between hospitals, assisted living, home health care, adult day care and nursing homes.

There are many questions and considerations: How do the health care providers rate, what services do they offer, how much do they cost and what forms of payment do they accept?

To help answer those questions and more, there is Allison Mould and First Measure Patient Advocates in Cleveland.

Recognizing that people need a patient advocate and health care liaison to help make difficult health care decisions, Mould started First Measure Patient Advocates in January.

"There's too much information, people don't have one specific person to go to," Mould said. "I try to find out their current situation and what they are looking for."

Mould said she acts primarily as a patient advocate and consultant, sorting through the relevant information and offering choices to her clients.

"I am a completely unbiased third party, I have no financial arrangements with any facil-



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Allison Mould sits at her desk at First Measure Patient Advocates in Cleveland.

ity," she said. "I can compare prices and contracts, and help with non-medical information such as filling out forms and assessments. I am here to connect the missing pieces."

Mould said she recognized the frustration that people experience in making health care decisions and wanted to help. She also finds patient advocacy to be personally rewarding.

"I am doing something to help them, I just enjoy helping people," she said.

To get the process started, Mould said she offers a free consultation.

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"The first meeting is free to meet with family to even see if I can help," she said.

If Mould can help, she will provide an estimate based on what the family needs. For the areas in which Mould can't help, she is working to create a network of partnerships to refer her clients to.

Mould, who also works at the Veterans Hospital, has held previous clinical and administrative positions in a variety of health care environments. She has a master's degree in business administration from Baldwin-Wallace College focusing on health care administration.