

Genetic counseling and the customer service model of healthcare

The following is an edited excerpt.

Genetic counselors wake up every morning and go to work because we are driven by a desire to help people. We strive to use our skills to alleviate the psychological and physical turmoil dealt by the cruel and impersonal hand of Genetic Fate.

So what's not to like about the Customer Service Model of Patient Care?

My uneasiness with the Customer Service Model stems from the implications of referring to patients as *customers*. Think about it. Labeling people as customers subtly focuses the health care interaction on profit. Patients are stripped of their emotional and physical vulnerabilities and reduced to revenue sources. It is downright disrespectful. Why should I feel compassion for patients if I am trying to convince them to fork over their hard-earned money?

View the original article here: [Customer Disservice?](#)