Who Speaks for the Patient?

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Customer

• Definition: One who buys goods or services
Consumer

• Definition: One that consumes, especially one that acquires goods or services for direct use of ownership rather than resale or use in production or manufacturing
Advocate

• Definition: To speak, plead or argue in favor of: One that argues for a cause- a supporter or defender
Patient

• Definition One who receives medical care.
• Bearing or enduring pain, difficulty provocation or annoyance with calmness
Vendor

- Definition One that sells or vends
From the Vendors prospective

- Consumer
- The Patient?
- The Provider?
<table>
<thead>
<tr>
<th>Customer</th>
<th>The patient?</th>
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<tbody>
<tr>
<td>The Provider?</td>
<td>The purchaser?</td>
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<td>The payer?</td>
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