

## **Summary: why health journalism matters**

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- Even an informal survey of the UK press shows that health receives a lot of coverage.
- Most of the stories are not done by specialist health reporters.
- Most stories contain a lot of speculation.
- Most health stories leave important questions unanswered.
- Obamacare coverage in the USA is a good example: it is not the 'socialised medicine' or the means to gain access to universal healthcare which many think it is, and as it is often misreported as being. It made the private-insurance market in the USA more accessible to some who already had insurance. Yet it is hardly ever reported in this way, especially outside the USA.
- Healthcare systems are getting more complex and more commercialised and healthcare advertising is increasing. These make it more difficult for health journalists to be critical, especially when local communities are so greatly affected by large health organisations.
- Health journalism has been affected by the changes to the industry and it will be challenging to write critically because of them.