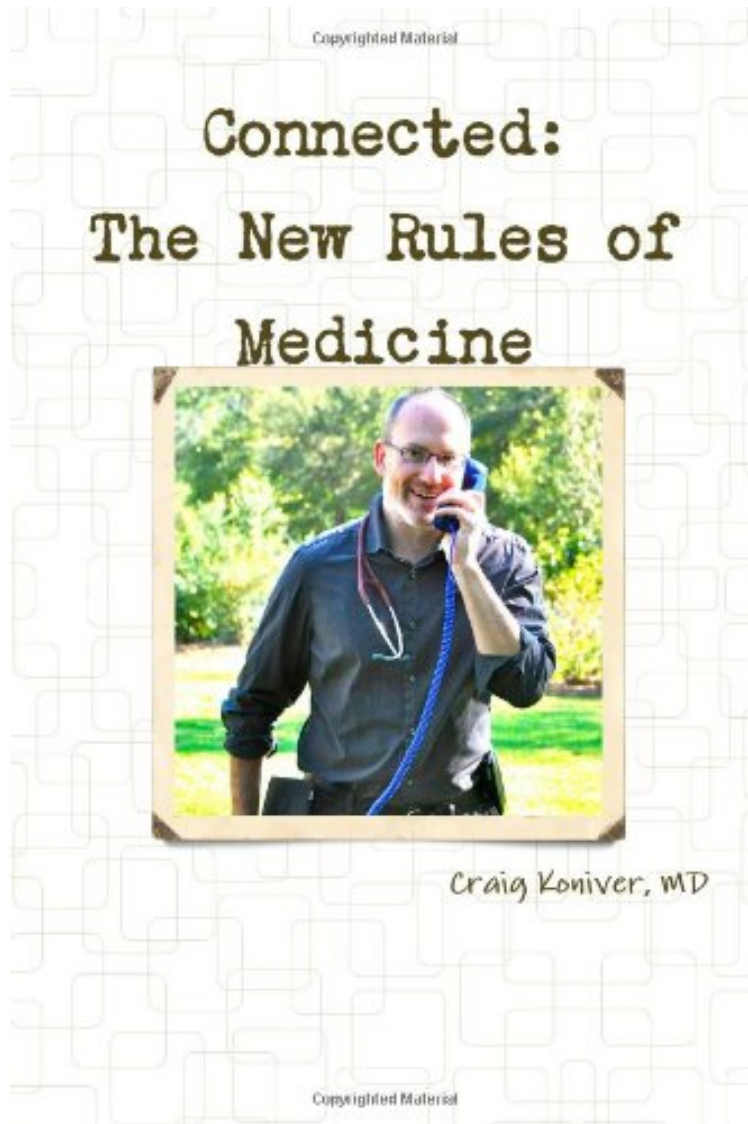


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Connected: The New Rules Of Medicine

Md, Craig Koniver

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Md, Craig Koniver : Connected: The New Rules Of Medicine before purchasing it in order to gage whether or not it would be worth my time, and all praised Connected: The New Rules Of Medicine:

0 of 0 people found the following review helpful. Three Stars By DeeDee Schiller Pretty much just a common sense approach I had already been applying. 3 of 7 people found the following review helpful. Totally misleading By Tom Clayton, MD I have never had a book with a title that is so completely misleading about what the book contains. The title, "Connected: The New Rules of Medicine" to me strongly suggests that it is about how the information age

(connection) has already and will continue to dramatically affect the practice of medicine. It does nothing of the kind. I should have looked more closely at the picture on the front, where the author is on an old style phone (with the curly cue hand piece to phone wire) instead of a tablet computer or smartphone for this book with a publication date of 2011: did he find the phone at a museum? I reasonably expected the book to talk about every conceivable communication device and method, from regular phones to smart phones, online databases, tablet computers for data entry about patients and all sorts of other small hand held communication and educational methods that have yet to be fully explained (where are they and what are they?), electronic medical records, immediate results of diagnostic tests including being able to see radiological images if desired, HIPPA compliant secure email communications, communications within hospitals and other relatively closed operations; the list goes on and on. From the title, this was supposed to be a book about the network of communications and information sharing within medicine, but it is just a collection of Dr. Koniver's experiences with patients that are not related in interesting ways but are all over the map. But even if I am wrong to have assumed this, does the book have any other value? Absolutely not; it is like a diary kept by a person who does not know how to write clearly. Then we get to the "old" rules and the "new" rules that are supposed to replace them, but they are just some made up things that he apparently pulled out of thin air. For example, Old Rule #5: Don't admit when you are wrong. New Rule #5: Be as vulnerable as possible (admit what you don't know). It is quite clear that he has not been practicing medicine very long; in the more than 30 years I have been practicing medicine, it has been a constant process of learning, and you do NOT learn unless you "admit" that you were wrong or do not know; but because of the dramatic CONNECTION to the Internet, I can now find the correct answers in an immediate and up to date way that was essentially impossible before. I used to have an office full of expensive books and filing cabinets full of articles and it was difficult to keep track of everything, much less find exactly what you needed. But he says next to nothing about this. How about Old Rule #3: The doctor experience is defined by information and prescriptions. New Rule #3: Patient satisfaction is directly proportionate to the value the doctor places on creating a positive, healing experience. Ever heard of a non sequitur? His explanation of this rule change is just a confused bunch of babbling because he doesn't know what he is talking about. I made a mistake buying this book and putting it on my pile of things to eventually get to, because by the time I got to it, the time to return the book had expired. Then of course the only alternative according to the Old Rule was to toss it in the trash can. But now we have the New Rule that you can send it back to and see if you can sell it to recoup some of the money you wasted. But I am going to keep it in the trash can where it belongs, because it would be unethical to pawn it off on some other poor soul.

We need a new set of rules to help move medicine and health care into the modern world of social media communication. Medicine has been promoting the wrong product for far too long. The doctor/ patient relationship is the heart of medicine and needs a revival. This fictional story between the physician, Dr. Kessler, and his patient, Eva, reveals how physicians and patients can expect more out of each other. Patients don't need more pharmaceuticals and more surgeries to have better health. Rather, patients and doctors need stronger connections in the exam room and beyond. By slowing down and returning their practice to a focus on developing connections with patients, physicians can greatly enhance their ability to interact with their patients. As a result, patients feel better and doctors feel better too.