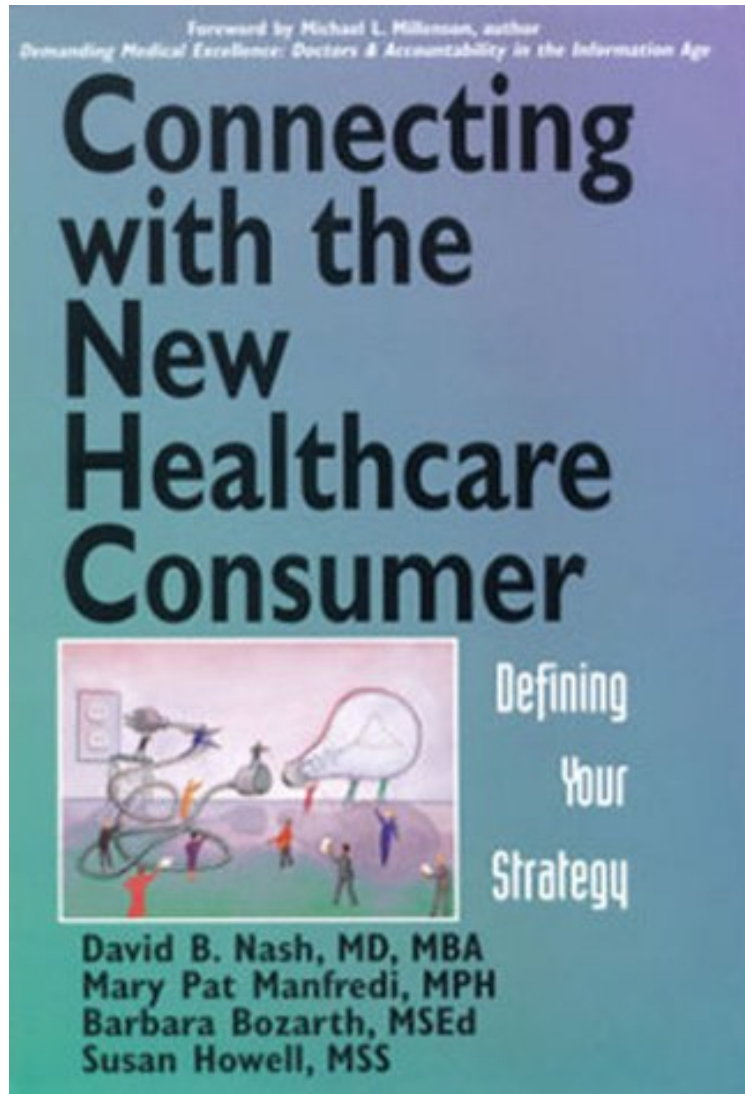


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## Connecting with the New Healthcare Consumer: Defining Your Strategy

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0 of 0 people found the following review helpful. Three StarsBy Christine Hughesvery dated material4 of 4 people found the following review helpful. The Consumer is KeyBy Kip PiperThroughout the nation, innovators in health care quality improvement are trying desperately to engage consumers to give a damn about quality. Right now most

consumers are foolishly believing that broad access to physicians is a proxy for quality - not knowing the poor state of quality-driven medicine these days. In our market-driven health care system it is essential to involve the consumers much more in the whole process of decision making and accountability for performance. Purchasers in particular are eager to engage consumers, in the hope they will support purchasers putting pressure on health plans, physicians, and hospitals for higher quality. In this book, Dr. David Nash, a highly respected expert, conveys useful information on how to truly connect with the consumer. The book goes through the new ways many consumers are getting involved in health care decision making and tells the reader how best to leverage these opportunities.

Consumers are positioned more ever to assume proactive, decision-making roles in healthcare. They are taking more control, as evidenced by self-care, advances in information technology, and the changing dynamic of the patient-provider relationship. Consequently, the impact consumerism is having on the strategy, operations and investment decisions of healthcare organizations within all segments of the industry is becoming more apparent and significant. Connecting with the New Healthcare Consumer is a vehicle through which readers can view and understand the landscape, detailing the ways in which consumers have changed, and how this consumer evolution has impacted various segments of the healthcare industry. Importantly, the book will assist readers in connecting to their customers, whether they are patients, health plan members, or employees, in developing their own consumer-focused strategies. This surge in informed and empowered consumers warrants the need for executives and providers to explore the drivers of the movement and the impact it will have on the business of delivering healthcare, particularly at the point where healthcare services is delivered and where quality is concerned. Connecting with the New Healthcare Consumer: -- Is written by a diverse and experienced group of healthcare leaders who are representative of the major segments in the healthcare industry -- Addresses the multi-level effects of the new, empowered healthcare consumer on many diverse segments of the industry, including providers, payors, health plans, health systems and manufacturers -- Is an informative resource for professionals whose business decisions will ultimately be affected by the consumer movement -- Is unique in its response to a shifting healthcare marketplace.