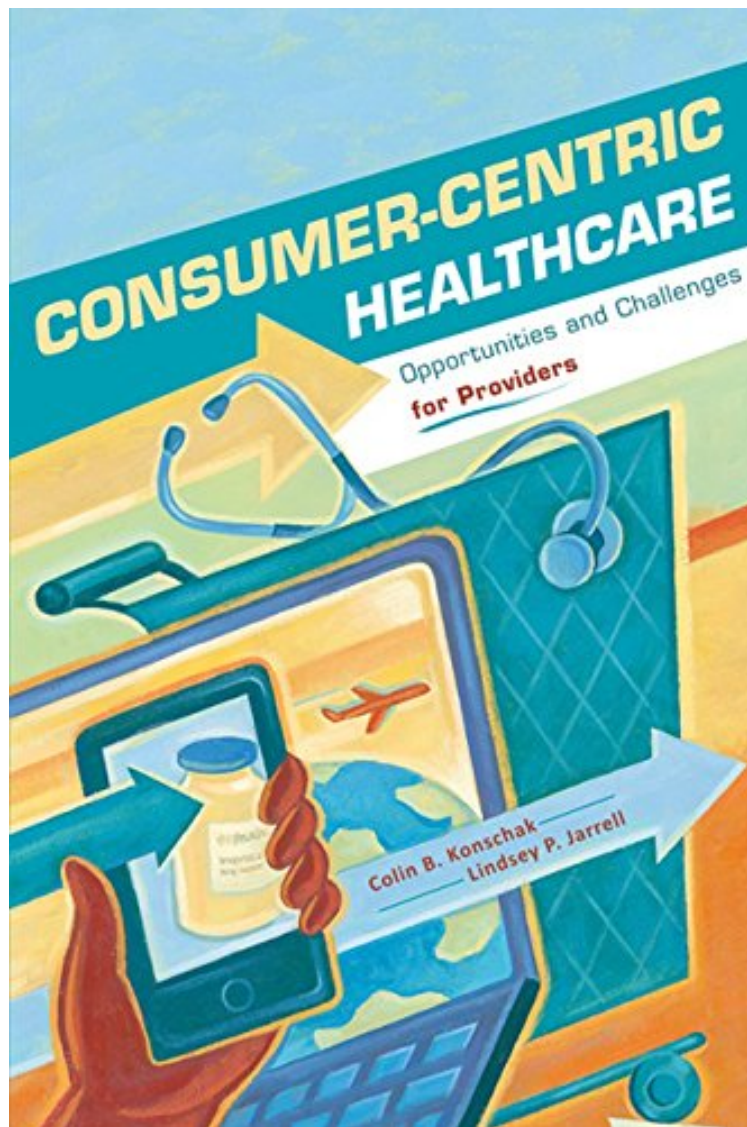


[Library ebook] Consumer-Centric Healthcare: Opportunities and Challenges for Providers (ACHE Management Series Book)

Consumer-Centric Healthcare: Opportunities and Challenges for Providers (ACHE Management Series Book)

Colin Korschak, Lindsey Jarrell
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Colin Korschak, Lindsey Jarrell : Consumer-Centric Healthcare: Opportunities and Challenges for Providers (ACHE Management Series Book) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Consumer-Centric Healthcare: Opportunities and Challenges for Providers (ACHE Management Series

Book):

Consumer-Centric Healthcare: Opportunities and Challenges for Providers is an easy-to-follow blueprint for understanding and adapting to consumerism. Each chapter explores key trends and outlines the implications for your organization. The authors focus on growth opportunities and provide the resources you need to start implementing change. The book is filled with practical strategies, examples from leading organizations, tips and insights, Web links, and suggestions for further reading. Topics explored include: Patients' desires and expectations Provider transparency The role of information technology Consumer-directed health plans Convenience care and boutique medicine Telemedicine Global and regional medical tourism The impact of social media Targeted marketing to consumers

About the Author Colin B. Korschak, MBA, FACHE, is the managing partner of DIVURGENT, a healthcare management consulting firm. He is also an adjunct professor at Old Dominion University, leading classes on performance improvement, negotiation, and business ethics in its MBA program. Lindsey P. Jarrell, MHA, FACHE, is the cofounder of Source88, a healthcare IT consulting firm. Mr. Jarrell has more than 15 years experience in consulting, clinical transformation, product advisory roles, strategic planning, contract negotiation, and CIO leadership in a large integrated delivery network.