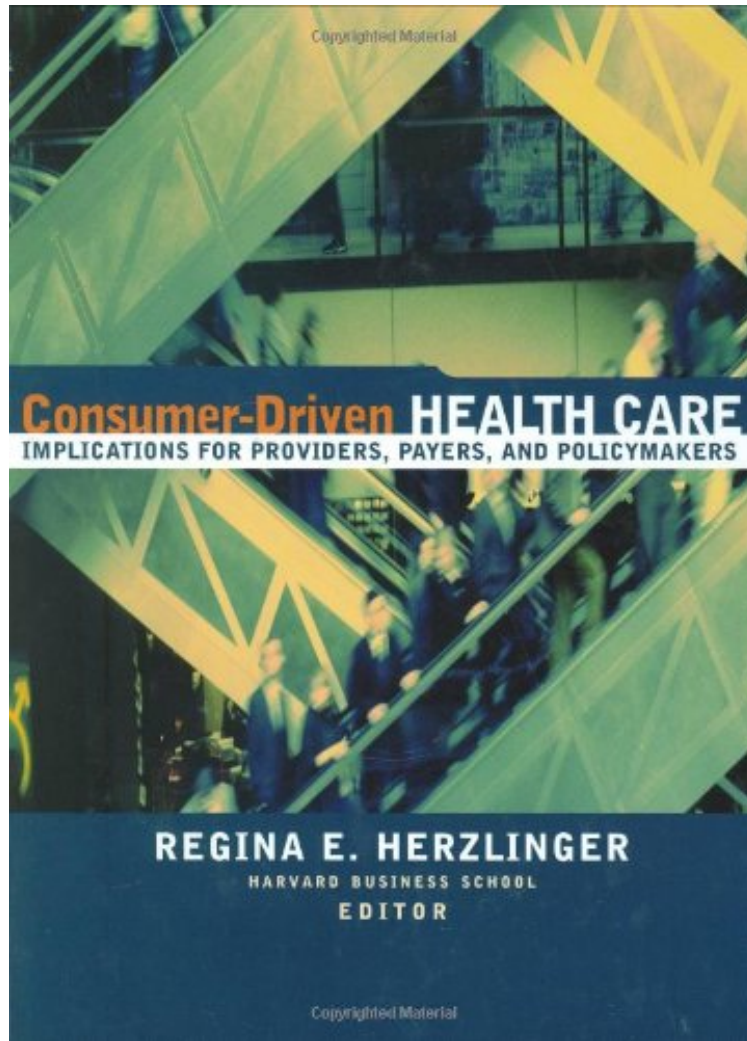


Consumer-Driven Health Care: Implications for Providers, Payers, and Policy-Makers

Regina E. Herzlinger

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Professor Herzlinger documents how the consumer-driven health care movement is being implemented and its impact on insurers, providers, new intermediaries, and governments. With additional contributions by health care's leading strategists, innovators, regulators and scholars, Consumer-Driven Health Care presents a compelling vision of

a health care system built to satisfy the people it serves. This comprehensive resource includes the most important thinking on the topic and compelling case studies of consumer-driven health care (CDHC) in action, here and abroad, including new consumer-driven intermediaries for information and support; types of insurance plans; focused factories for delivering health care; personalized drugs and devices; and government roles.