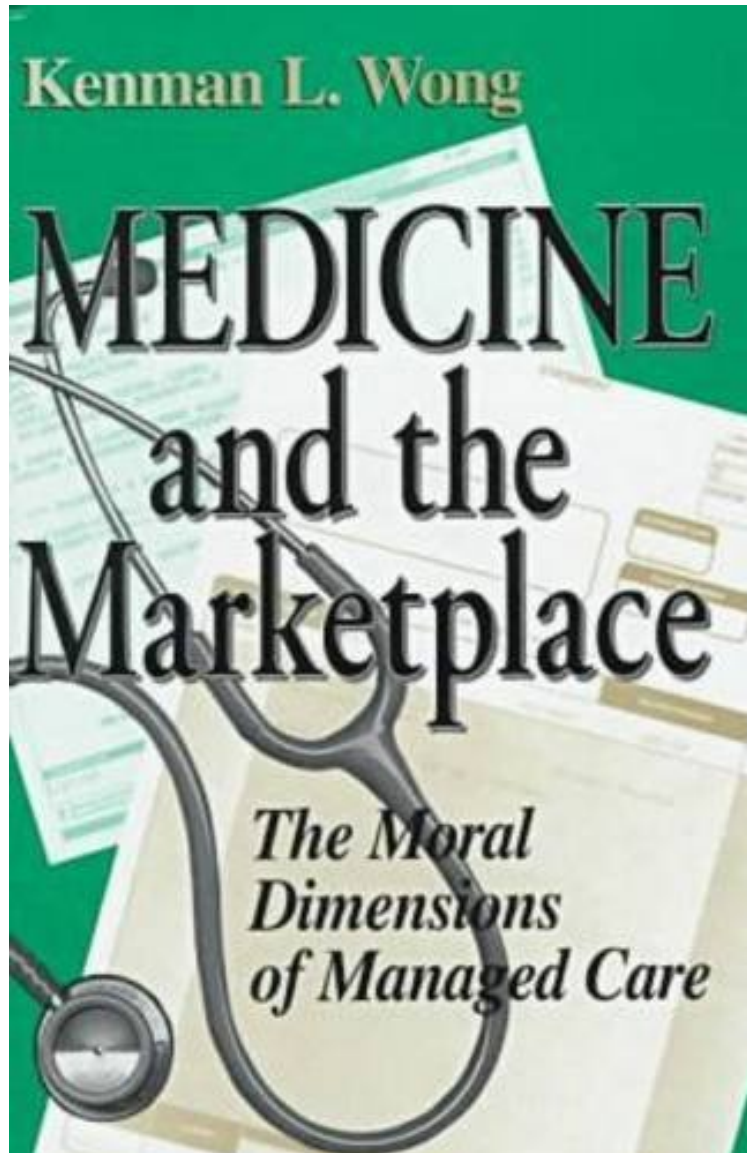


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Medicine and the Marketplace: The Moral Dimensions of Managed Care

Kenman L. Wong

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Kenman L. Wong : Medicine and the Marketplace: The Moral Dimensions of Managed Care before purchasing it in order to gage whether or not it would be worth my time, and all praised Medicine and the Marketplace: The Moral Dimensions of Managed Care:

0 of 0 people found the following review helpful. Balancing patient, societal, and corporate interestsBy Midwest Book

Review *Medicine And The Marketplace: The Moral Dimensions Of Managed Care* focuses on organizational ethics as they apply to the business aspects of medicine and health care management. Associate Professor of Business Ethics at Seattle Pacific University, Kenman Wong offers an integrative framework balancing patient, societal, and corporate interests in health care policy and practice. Wong compares managed care, traditional fee-for-service arrangements, and other proposed health care reform options (such as rationing programs and medical savings accounts) based upon the principles of fairness. *Medicine And The Marketplace* is very highly recommended and timely reading for health care policy makers, administrators, providers, and non-specialist general readers with an interest in how managed care can be reformed into an effective, broad based, ethics-driven system. 3 of 3 people found the following review helpful. Wong provides a solid matrix of perspectives on managed care. By Derek R. Thomas Kenman Wong provides an insightful and analytical look at managed care as he presents a wide unbiased perspective while acknowledging the fact that fee for service medicine does not fulfill the greatest good for the greatest number. Dr. Wong acknowledges all sides of the managed care argument and frames the debate in an ethical approach that makes the dilemma facing the managed care society, doctors, and ultimately the end consumers very apparent. I would recommend this book to anyone dealing with understanding managed care issues and desiring an ethical perspective to understanding these issues. 0 of 0 people found the following review helpful. Wong provides a solid matrix of perspectives on managed care. By A Customer Kenman Wong provides an insightful and analytical look at managed care as he presents a wide unbiased perspective while acknowledging the fact that fee for service medicine does not fulfill the greatest good for the greatest number. Dr. Wong acknowledges all sides of the managed care argument and frames the debate in an ethical approach that makes the dilemma facing the managed care society, doctors, and ultimately the end consumers very apparent. I would recommend this book to anyone dealing with understanding managed care issues and desiring an ethical perspective to understanding these issues.

This volume addresses issues raised by the intersections of business and medicine with an ethical assessment of emerging health care arrangements. By focusing on organizational ethics, he offers an integrative framework that seeks to balance patient, societal and corporate interests.

“Wong offers a very comprehensive discussion of what managed care represents to the U.S. health care system in terms of quality and quantity of patient care. Well-researched viewpoints arguing in favor of and against managed care are offered . . . An excellent book, which actually frames some solutions for the chaotic health care delivery system the U.S. is currently facing.”