DESCRIPTION

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 healthcare (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.

ABOUT THE AUTHOR

Regina E. Herzlinger is the Nancy R. McPherson Professor of Business Administration at the Harvard Business School.