

New

CONSUMER-CENTRIC HEALTHCARE

Opportunities and Challenges for Providers

Colin B. Konschak, FACHE, FHIMSS, and Lindsey P. Jarrell, FACHE

Patients are not passive recipients of care. They are active customers. And successful healthcare providers understand that the customer is king.

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
- Personal health records
- Consumer-directed health plans
- Convenience care and boutique medicine
- Telemedicine
- Global and regional medical tourism
- The impact of social media
- Targeted marketing to consumers

"With Consumer-Centric Healthcare, authors Konschak and Jarrell establish themselves as industry thought leaders for the coming decade. Healthcare institutions from across the nation and around the world will want to pay close attention to the keen insights in this book."

—Bert Reese, Senior Vice President and Chief Information Officer, Sentara Healthcare



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About the Authors

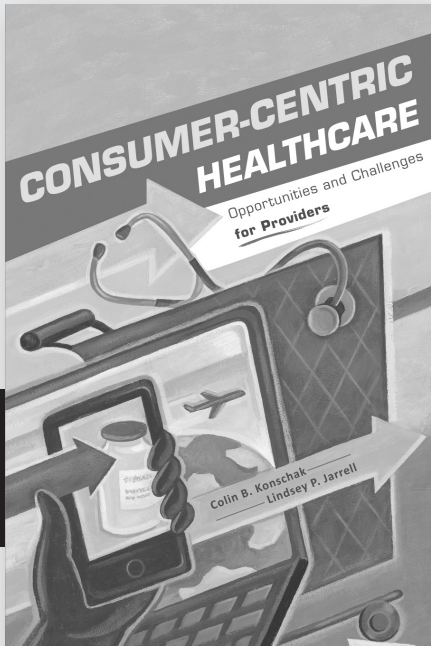
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“Consumer-Centric Healthcare is a provocative look at the new rules of healthcare consumerism. It touches on technology, medical tourism, retail medicine, and more. By providing relevant examples and asking insightful questions, the book challenges healthcare leaders of today to plan for tomorrow.”

—David Bradshaw, Chief Information, Planning, and Marketing Officer, Memorial Hermann

“This book takes a practical look at the impact of healthcare consumers and their evolution into activists who manage their own care. A must-read for leaders in healthcare, given the impact of consumerism and the rise of information related to measuring the quality and value of the healthcare system.”

—John D. Couris, President and Chief Executive Officer, Jupiter Medical Center



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