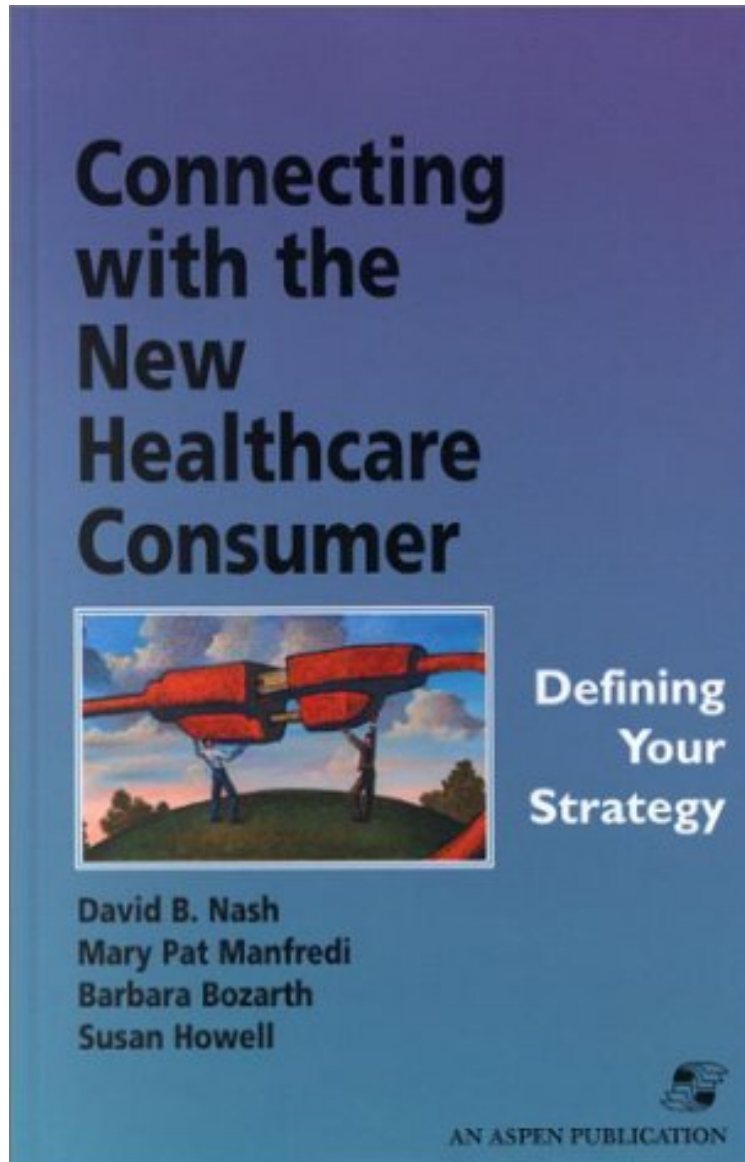


Connecting With The New Healthcare Consumer: Defining Your Strategy

David B. Nash, Mary Pat Manfredi, Barbara Bozarth, Susan Howell

**Download PDF | ePub | DOC | audiobook | ebooks*



#4403749 in Books Jones Bartlett Learning 2001-03-09Original language:EnglishPDF # 1 9.20 x 1.36 x 6.60l, 2.00 #File Name: 0834220040544 pages | File size: 27.Mb

David B. Nash, Mary Pat Manfredi, Barbara Bozarth, Susan Howell : Connecting With The New Healthcare Consumer: Defining Your Strategy before purchasing it in order to gage whether or not it would be worth my time, and all praised Connecting With The New Healthcare Consumer: Defining Your Strategy:

0 of 0 people found the following review helpful. Three StarsBy Christine Hughesvery dated material4 of 4 people

found the following review helpful. The Consumer is Key By Kip Piper Throughout the nation, innovators in health care quality improvement are trying desperately to engage consumers to give a damn about quality. Right now most consumers are foolishly believing that broad access to physicians is a proxy for quality - not knowing the poor state of quality-driven medicine these days. In our market-driven health care system it is essential to involve the consumers much more in the whole process of decision making and accountability for performance. Purchasers in particular are eager to engage consumers, in the hope they will support purchasers putting pressure on health plans, physicians, and hospitals for higher quality. In this book, Dr. David Nash, a highly respected expert, conveys useful information on how to truly connect with the consumer. The book goes through the new ways many consumers are getting involved in health care decision making and tells the reader how best to leverage these opportunities.

Leadership/Management/Administration