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# Strategies for the New Health Care Marketplace: Managing the Convergence of Consumerism Technology

*Dean C. Coddington, Keith D. Moore, Elizabeth A. Fischer*  
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**Dean C. Coddington, Keith D. Moore, Elizabeth A. Fischer : Strategies for the New Health Care Marketplace: Managing the Convergence of Consumerism Technology** before purchasing it in order to gage whether or not it would be worth my time, and all praised Strategies for the New Health Care Marketplace: Managing the Convergence of Consumerism Technology:

2 of 2 people found the following review helpful. Strategies for the New Healthcare Marketplace By Harold L. Prink  
The authors of this book have a wealth of experience in healthcare and have used their knowledge and experience to share with the reader, what the healthcare marketplace will look like in the future. They start off with reviewing where we are and what the environment for the future of healthcare will be with specific emphasis on the values important to consumers. Then they delve into the strategies for change in looking at all types of healthcare delivery models including physicians and medical groups to hospitals and multihospital systems and health plans. In part three of the book they discuss the leadership, governance, and marketing necessary to operate in the new healthcare marketplace. In the final section, they discuss successful healthcare organizations and what has made them successful as well as dispelling many of the myths that affect successful decision making. I strongly recommend this book to anyone who is involved in healthcare from policy makers to those in the trenches.

2 of 2 people found the following review helpful. Another excellent book from Coddington, et. al. By Jim Vogel, Director Beansprout Pediatric Network  
This book is a must-read for health care managers struggling to understand how consumerism and technology will affect their organizations. The authors take up where they left off in their prophetic "Beyond Managed Care" with a set of practical strategies for the next five years. This book draws heavily from case studies and interviews with industry leaders, making its strategies immediately concrete. Perhaps the biggest contribution is the authors' deep understanding of the industry, where consumerism will manifest itself in unique ways. There are some real pearls in these pages.

0 of 2 people found the following review helpful. Definitely written before the economic downturn By Customer  
Although published in 2001, it is easy to see that this book was written before the 9/11 disaster and the economic downturn that occurred following that. This book makes some good points especially on the expanding role of the patient/consumer in health care, but some of the strategies discussed seem no longer applicable. It does, however, exemplify exactly how dynamic the health care industry is and how the best laid plans can be suddenly dashed by forces external to the organization. One note of subjective personal opinion: The authors' tone is somewhat arrogant. At times, the content seems like it is name dropping. As an administrator of a health care organization, I can certainly tell that the authors are not currently administrators themselves.

Learn to can better meet the needs of the new consumer-driven marketplace. Strategies for the New Health Care Marketplace--written by a team of acclaimed experts--examines the factors changing today's health care system: the growth in demand for services, the increasing influence of consumers on how services are provided, and the dramatic new advances in treatment made possible by technology.

"As incrementalism ends and a quantum jump to the future begins, this book is a good place to visit." --Don Arnwine, former president, VHA, and vice president, McManis Consultants, Dallas, Texas "Comprehensive, reflective, analytical, thought provoking, insightful, and futuristic are all appropriate descriptors of Strategies for the New Health Care Marketplace." --Ray W. Uhlhorn, president and CEO, MossRehab Hospital, Philadelphia, Pennsylvania "There is much about the book that is unsettling. There are no global answers, but there are numerous insights and options for those seeking the right questions to pursue in developing new strategies. Therein lies its value for those of us who could use some help out of the bog." --Roger L. Gilbertson, from the Foreword "Health care organizations are managing at the edge of chaos. The principles and framework provided by this book will help bring structure to current strategic thinking." --John Koster, M.D., vice president, Clinical and Physician Services, Providence Health System, Seattle, Washington

From the Inside Flap  
A leader's guide to the new health care marketplace. Strategies for the New Health Care Marketplace--written by a team of acclaimed experts--examines the factors changing today's health care system: the growth in demand for services, the increasing influence of consumers on how services are provided, and the dramatic new advances in treatment made possible by technology. Strategies for the New Health Care Marketplace gives health care professionals--executives, physicians, managers, and educators--strategic guidance on better serving patients of the U.S. health care system as it strives to be more responsive and efficient. It identifies and assesses the key strategies a wide variety of health care organizations should consider as they attempt to position themselves for the future. The authors detail the four most likely scenarios to emerge in health care's near future and guide health care leaders in planning for the changes to come. They examine the increasing demand for health care services and the changes in the way health decisions are made, discuss what consumers want out of their health care system, identifying nine value-added characteristics patients now demand. They show how health care organizations can better meet the needs of the new consumer-driven marketplace. And they discuss management and governance issues that will become increasingly important for health care organizations as they prepare for the new health care marketplace.

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