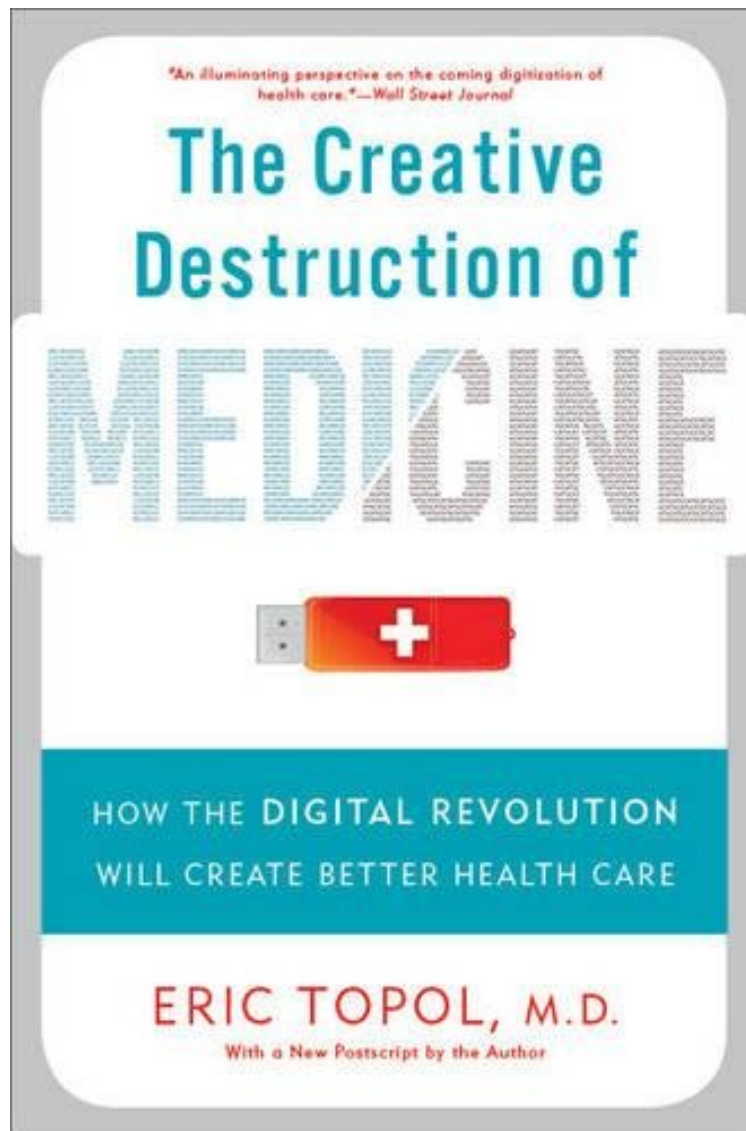


(Mobile pdf) The Creative Destruction of Medicine: How the Digital Revolution Will Create Better Health Care

# The Creative Destruction of Medicine: How the Digital Revolution Will Create Better Health Care

*Eric Topol*

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**Eric Topol : The Creative Destruction of Medicine: How the Digital Revolution Will Create Better Health Care** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Creative Destruction of Medicine: How the Digital Revolution Will Create Better Health Care:

3 of 3 people found the following review helpful. Being Digital, updated and applied to medicine. By Mike WI am

currently half-way through the book. This book reminds me of "Being Digital" by Nicholas Negroponte, updated and applied to medicine. I am an electrical engineer who worked in high tech (and the figures feel as if they came from a strategy/marketing presentation in that field). Reading on a Kindle, with the dictionary function, takes care of any esoteric medical terminology. Who could read it: engineers, medical professionals and statisticians. Who should read it: Everyone - especially if, like me, you have a chronic medical condition. It will be interesting to see how this plays out. 2 of 2 people found the following review helpful. Dr. Eric Topol is a BEAST. By AviWow Dr. Topol became a role model for me after I read this book. It just sucks that the average person interested in health isn't going to be able to read this book, nor are ideas like this the impetus for social change, because unfortunately complicated ideas from smart people aren't understood by most and thus don't go anywhere without social media efforts and popularity. However Dr. Topol wants a change, and I agreed with some of his ideas. Most intriguing to me was the part about pharmacogenomics and the future of personalization in medicine. Large population based studies attempt to homogenize its sample but never do, because the genes of those individual people weren't measured and people will respond differently. Being able to group people by certain haplotypes and genes is revealing greater answers in medicine, faster. It's dense and has a LOT of information, a LOT of references, which I like. Highly recommended for medical students. 0 of 0 people found the following review helpful. The Creative Destruction of Medicine. By DLUGiven all the havoc that has beset the medical market it is no surprise that Topol has called this a "Creative Destruction of Medicine". The medical system in place from (say) the mid-20th century forward, will not be able to handle the continual flow of retiring baby boomers, let alone senior citizens with ever increasing life expectancies. Like so many promises made over the past years, in its present form medicine will not be able to afford to honor the Medicare entitlement. So the current system must be replaced with something else that will work. The only good news is that the cost of medicine can be greatly reduced through the aggressive introduction of advanced cutting-edge technology. Topol provides examples of where the injection of a little technology can substantively improve medicine, and at the same time do so at reduced costs. We might be seeing what others in the past have called "inflection points", where radical improvements and changes lead to measurably better patient outcomes. Changes on the cusp, are by no means painless. In the future you personally will be unlikely to get nearly as much one-on-one time with your doctor. Instead you will be seen by other medical professionals like physician assistants, nurse practitioners, and technologists of all stripes. In writing this, I remember the days when my dentist actually cleaned my teeth (!). Now a hygienist tends to that, with the dentist stopping by to take a quick look and shake hands. It would seem the dentists got to the answer faster than medical doctors were able to: Delegate anything and everything you can to less expensive staff so you can see more patients and reap the rewards of an expanded practice.

Now with a new postscript covering the unfolding health care revolution Mobile technology has transformed our lives, and personal genomics is revolutionizing biology. But despite the availability of technologies that can provide wireless, personalized health care at lower cost, the medical community has resisted change. In *The Creative Destruction of Medicine*, Eric Topol one of the nation's top physicians calls for consumer activism to demand innovation and the democratization of medical care. *The Creative Destruction of Medicine* is the definitive account of the coming disruption of medicine, written by the field's leading voice.

Atul Gawande, M.D., author of *The Checklist Manifesto* Dr. Eric Topol is an extraordinary doctor. He's started a leading medical school, identified the first genes to underlie development of heart disease, led major medical centers, and been a pioneer of wireless medicine. But he is also a remarkable communicator one of the few top-flight scientists in medicine to be able to genuinely connect with the public. He was, for example, the first physician researcher to question the safety of Vioxx and unlike most who raise safety questions, actually succeed in bringing the concerns to public attention. I have known and admired Dr. Topol for a long time. I recommend him highly. A. J. Jacobs, author of *My Life as an Experiment* and *The Year of Living Biblically* It may sound like hyperbole, but it's true: Medicine is undergoing its biggest revolution since the invention of the germ theory. As Eric Topol writes, thirty years ago, digital medicine' referred to rectal examinations. Dr. Topol is both a leader of and perfect guide to this brave new health world. His book should be prescribed for doctors and patients alike. Siddhartha Mukherjee, author of *The Emperor of All Maladies: A Biography of Cancer* What happens when you combine cellular phone technology with the cellular aberrations in disease? Or create a bridge between the digital revolution with the medical revolution? How will minute biological sensors alter the way we treat lethal illnesses, such as heart attacks or cancer? This marvelous book by Eric Topol, a leading cardiologist, gene hunter and medical thinker, answers not just these questions, but many many more. Topol's analysis draws us to the very frontlines of medicine, and leaves us with a view of a landscape that is both foreign and daunting. He manages to recount this story in simple, lucid language resulting in an enthralling and important book.