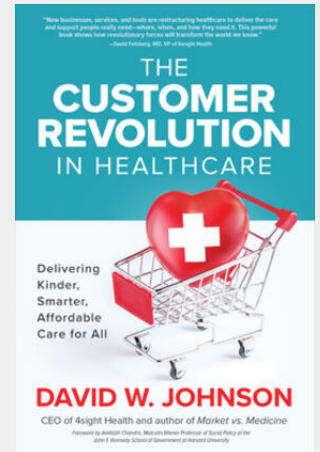


Johnson

## The Customer Revolution in Healthcare

Delivering Kinder, Smarter, Affordable Care for All

Customer-centric, market-driven solutions for fixing America's broken healthcare system—from one of the industry's most innovative thought leaders. Healthcare accounts for one-fifth of the U.S. economy. Everyone agrees that our current system is broken and needs repair. It must cost less, tackle chronic disease, and shift resources away from acute and specialty treatments into care management, behavioral health, and health promotion. The issue isn't what to do. It's how to do it. The answers lie in customer-driven reform, enlightened governmental regulation, and full-risk payment models that reward quality outcomes, service excellence, and efficient operations. Customers are demanding more value. In response, enlightened health companies are reconfiguring business models to deliver appropriate, accessible, holistic, reliable, and affordable care. According to this new model, caregivers inform and engage patients; payers reward health companies that deliver great outcomes and great service at competitive prices; health plans strive to keep their members as healthy as possible; investors fund innovative companies whose products and services delight customers; health companies employ liberating technologies that enhance system-wide access, fairness, safety, compassion, and affordability. In *The Customer Revolution in Healthcare*, top healthcare consultant and strategist David W. Johnson explains how aligning economic incentives with patient needs will deliver better outcomes at lower costs with superior customer service. The market will be won by disruptive, bottom-up, and customer-centric competitors who will deliver kinder, smarter, and cheaper care—to all.



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