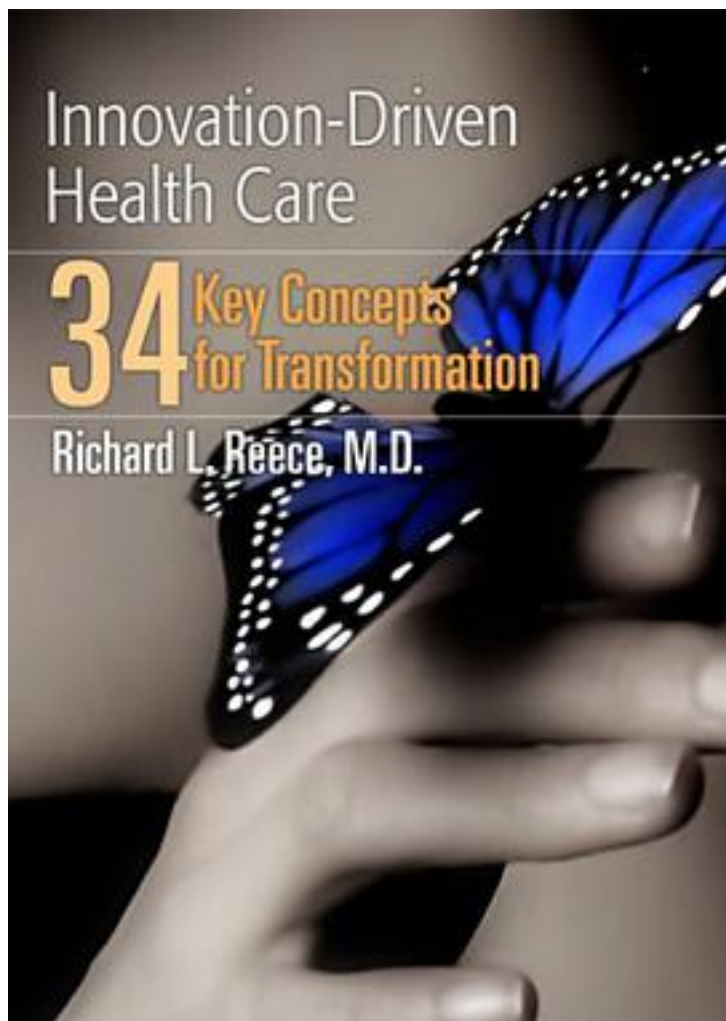


Innovation-driven Health Care



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Dr. Richard L. Reece's Innovation-Driven Health Care: 36 Key Concepts for

Transformation offers an accessible and compelling, in-depth look at important innovative trends in the healthcare industry. Written for practicing physicians, hospital-physician joint venturers, corporation benefit officers, health plan executives, healthcare reformers, and leaders of the consumer movement, this unique text is a must-have resource featuring six sections on small practice innovations, large group practice innovations, hospital/physician relationship innovations, employer/health plan innovations, cost constraints/reform innovations, and consumer-driven innovations. Each chapter includes clear descriptions and examples of the moving forces behind medical innovation and the state of the industry from the physician's and consumer's perspective, with comprehensive cases studies from leaders in the healthcare industry, illustrating practical use and implementation of each trend.

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