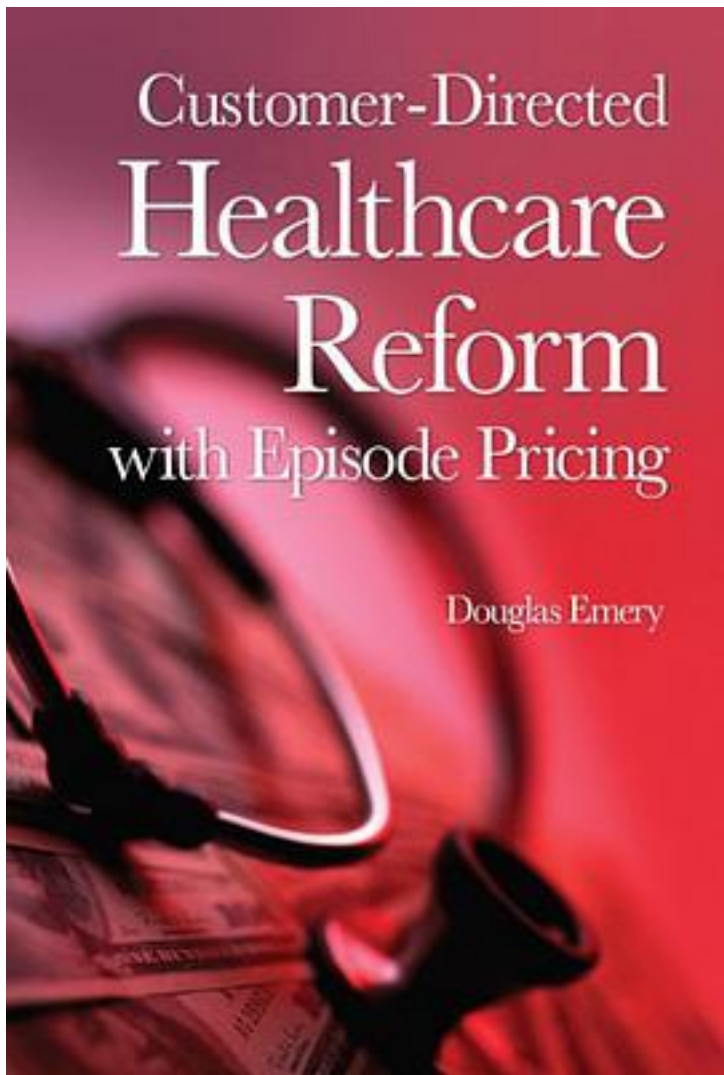


# Customer Driven Health Reform



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Learn the ins and outs of modern healthcare reform with CUSTOMER-DIRECTED HEALTHCARE REFORM! Building upon the strengths of managed care, this management text offers a refreshing approach for the future of healthcare. With discussion of reforms that will bring a far greater rationalization of our economic healthcare assets, it is an excellent reference for healthcare executives and managers, government officials, benefits managers, HR directors, and everyone with a vested interest in modern healthcare reform.

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