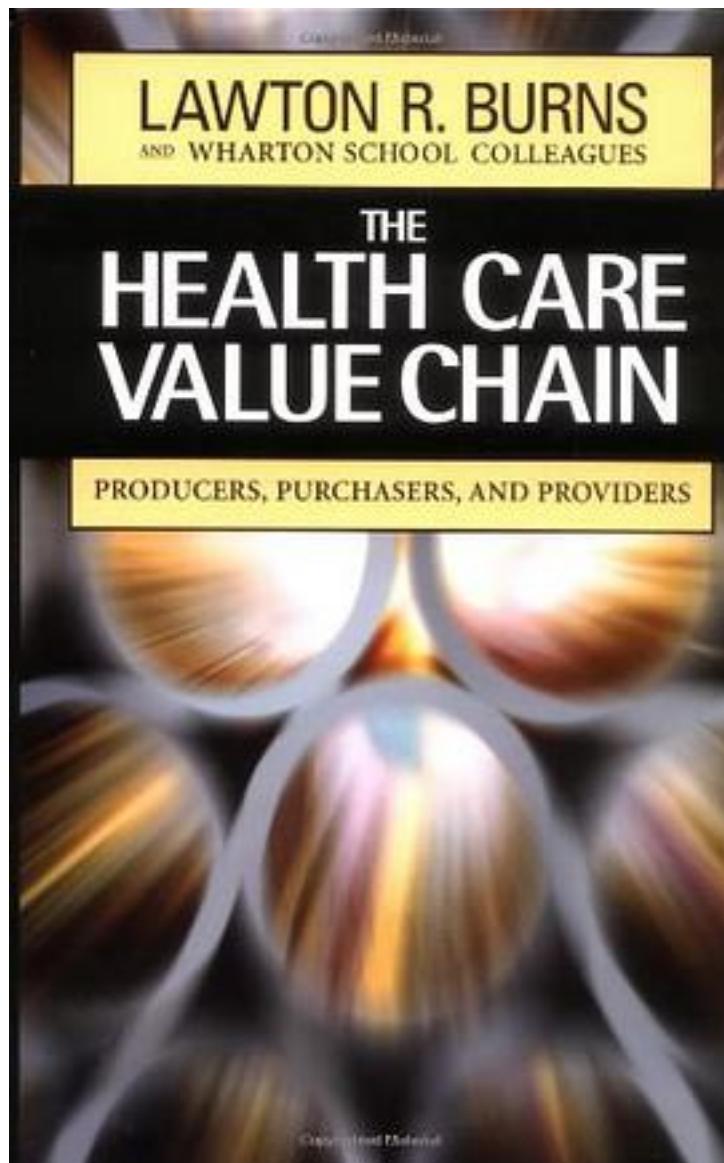


The Health Care Value Chain



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Written by Lawton R. Burns and a panel of expert contributors, from the prestigious Wharton School, "The Health Care Value Chain" analyzes the key developments and future trends in the United States' health care supply chain. Based on a groundbreaking research initiative underwritten by the industry/university consortium - the Center for Health Management Research - this important book offers an in-depth examination of how the health care supply chain helps create value and competitive advantage. "The Health Care Value Chain" offers a thorough examination of the trading relationships among the manufacturers of health care products, the distributors, the group purchasing organizations, and the hospital customers and end users of those products. And the authors show how health care professionals and manufacturers can work together to form beneficial strategic alliances.

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