



Bringing Value to Healthcare: Practical Steps for Getting to a Market-Based Model

Rita E. Numero, Michael Abrams

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The healthcare sector is on the cusp of sweeping disruption. The hallmarks of the old system—pricing that's disconnected from outcomes and incentives for treating sickness rather than maintaining health—are no longer sustainable. And yet, after decades of financial success, it's difficult for most established industry players to grapple with meaningful changes to their business models.

In their latest book, **Bringing Value to Healthcare: Practical Steps for Getting to a Market-Based Model**, Rita Numerof and Michael Abrams lay out the roadmap to a healthcare system that is accountable for delivering optimal patient outcomes at a sustainable cost.

Based on in-depth research and decades of experience consulting with leading hospitals, insurers, and device and drug manufacturers, Numerof and Abrams provide a market-based approach to addressing the ills of the current healthcare system. In addition to highlighting industry challenges and opportunities, the authors also outline the changes required of consumers, employers, and policy makers to move to a patient-centered model characterized by value, accountability, and transparency.

This is *the* handbook for payer, provider, pharmaceutical, and medical device executives who are seeking to preserve today's profitability while positioning their organizations for success in the very different markets of tomorrow. The book's guidance is illuminated by case studies and each chapter concludes with a self-assessment tool and key questions.

Getting to a new future isn't easy. But if it can't be envisioned, it can't be realized. *Bringing Value to Healthcare* is that critical first step.



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