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Nota di contenuto	Beyond Health Insurance: Public Policy to Improve Health; Copyright page; Contents; List of contributors; Introduction; Reducing racial and ethnic disparities in health; Preventing disease and promoting health; Developing and regulating pharmaceuticals; Consumer information; Summary; Reference; Chapter 1. Quantifying national spending on wellness and prevention; Background; Methods; Results; Discussion; Notes; Acknowledgments; References; Chapter 2. Achieving the healthy people 2010 goal of elimination of health disparities: what will it

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Progress in eliminating health disparitiesLimits of current strategy;
Selecting policies; Early child intervention; Enhanced primary care
within health centers; Conclusion; References; Chapter 3. Influence,
information overload, and information technology in health care; 1.
Introduction; 2. The diffusion of innovations in medicine; 3. Empirical
evidence on the influence of computer-generated messages; 4.
Influence and physician learning: a simple analytical framework; 5.
Conclusion; Notes; References; Chapter 4. Health disparities and
direct-to-consumer advertising of pharmaceutical products

1. Introduction2. Background on health disparities, use of
pharmaceuticals, and DTC advertising; 3. Data on consumer exposure
to television DTC advertisements; 4. Consumer exposure to DTC
advertisements; 5. Conclusions; Notes; Acknowledgments; References;
Chapter 5. Pharmaceutical innovation and the longevity of Australians:
a first look; 1. Embodied technological progress hypothesis; 2.
Econometric model; 3. Data sources and descriptive statistics; 4.
Empirical results; 5. Summary and discussion; Notes; References;
Chapter 6. Spillover effects of prescription drug withdrawals;

Introduction

Conceptual frameworkMethods; Data and empirical specification;
Empirical results; Predicting negative spillovers or competitive benefits;
Generalizability; Conclusions; Notes; Acknowledgments; References;
Chapter 7. The psychology of nutrition messages; Introduction;
Consumer cognition; The history of nutrition messages in the United
States; Firm incentives to hijack; Research design and methods; Results;
Further research; Policy implications; Conclusion; Notes; References;
Chapter 8. Evaluation criteria for report cards of healthcare providers;

Introduction

Potential benefits of report cardsPotential risks of report cards;
Evaluation criteria for report cards; The bottom line: report cards - are
the benefits worth the risksquest; References; Chapter 9. Evaluating the
Value of Genomic Diagnostics: Implications for Clinical Practice and
Public Policy; The advent of genomic diagnostics; Measuring value: the
economic approach; Measuring value: the epidemiologic approach;
Measuring value and the importance of clinical utility; A comprehensive
framework of evaluating the value of genomic diagnostics
Some policy implications: an illustrative case study

Sommario/riassunto

Much of the debate about health policy in the US has focused on the
availability of health insurance coverage and the number of individuals
who are uninsured. It is known that the United States spends
approximately twice as much per capita on health care,
