

1. Record Nr.	UNINA9910781342103321
Autore	Konschak Colin B
Titolo	Consumer-centric healthcare [[electronic resource]] : opportunities and challenges for providers / / Colin B. Konschak and Lindsey P. Jarrell
Pubbl/distr/stampa	Chicago, Ill., : Health Administration Press, c2011
ISBN	1-56793-430-7
Descrizione fisica	1 online resource (233 p.)
Collana	ACHE management series
Altri autori (Persone)	JarrellLindsey B
Disciplina	362.1068/8
Soggetti	Medical care - United States - Marketing Preferred provider organizations (Medical care) - United States - Marketing Health maintenance organizations - United States - Marketing Patient satisfaction - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The transparent provider -- Information technology goes mobile -- Personal health records -- Consumer-driven health plans -- Concierge and retail medicine -- Telemedicine -- Globalization -- Social media -- Targeted marketing to consumers -- Converting patients to customers -- Visions for the future.