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Collana	ACHE management series
Altri autori (Persone)	JarrellLindsey B
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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.
Sommario/riassunto	Patients are not passive recipients of care. They are active customers. And successful healthcare providers understand that the customer is king. Consumer-Centric Healthcare: Opportunities and Challenges for Providers &nbsp;is an easy-to-follow blueprint for understanding and adapting to consumerism. Each chapter explores key trends and outlines the implications for your organization. The authors focus on growth opportunities and provide the resources you need to start implementing change. The book is filled with practical strategies, examples from leading organizations, tips and insights, web links, and suggestions for further reading. Topics explored include: &nbsp; &nbsp; Patients' desires and expectationsProvider transparencyThe role of information technologyPersonal health recordsConsumer-directed health plansConvenience care and boutique

medicineTelemedicineGlobal and regional medical tourismThe impact  
of social mediaDirect marketing to consumers

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