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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 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: Patients' desires and expectationsProvider transparencyThe role of information technologyPersonal health recordsConsumer-directed health plansConvenience care and boutique

