



Tech Tonics (Paperback)

By David Shaywitz, Lisa Suennen

Createspace, United States, 2013. Paperback. Book Condition: New. 274 x 224 mm. Language: English . Brand New Book ***** Print on Demand *****.Book Overview 1. Entrepreneurs and Startups 2. Doctors, Nurses, and Health Professionals 3. Pharma, Biotech, Device Companies 4. Patients and Consumers 5. Employers, Insurers, Regulators 6. Gadgets, Apps, Technology 7. Behavior, Design, and Translation 8. Big Data, Measurement, and Metrics 9. VCs and Other Investors 10. Innovation --- Health matters. When you have your health, you have everything, wrote memoirist Augusten Burroughs. When you do not have your health, nothing else matters at all. Health can also be very expensive, and reducing costs isn't easy, since as Stanford health policy expert Victor Fuchs famously observed, Every dollar of waste is income to some individual or organization. One key challenge healthcare faces today is figuring out how to maintain health and deliver better care for patients while somehow keeping in check the overall costs associated with these activities. The good news is that there is now the massive potential for healthcare transformation. Data-driven analysis has called into question many traditional healthcare assumptions, and permits us to view the challenges in a fresh light. For instance, there seems to...



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