



# **Beyond Managed Care: How Consumers and Technology Are Changing the Future of Health Care**

*Dean C. Coddington, Elizabeth A. Fischer, Keith D. Moore, Richard L. Clarke*

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Written for health care leaders at all levels, *Beyond Managed Care* identifies and assesses the key factors most likely to influence the future market for health care services—such as consumer empowerment through the Internet and the increasing demands of the aging baby boomer population—and shows providers what adjustments can be made in order to thrive in this emerging environment. The authors analyze the factors driving health care costs such as changing demographics, new medical technology, genetic and new drug research, and payment system models. The book clearly shows that organizations that are able to take organizations to the next value-added level—by providing quality, access, service, innovation, and lower costs—will be the winners.



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