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David W Johnson

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Market VS Medicine

America's Epic Fight for Better, Affordable Healthcare



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David W Johnson : Market vs. Medicine: America's Epic Fight for Better, Affordable Healthcare before purchasing it in order to gage whether or not it would be worth my time, and all praised Market vs. Medicine: America's Epic Fight for Better, Affordable Healthcare:

1 of 1 people found the following review helpful. As the book illustrates through excellent case studies and meticulous references (477 total footnotes or ...By H. DasekingAs the title implies, the major premise of Market vs Medicine is that the USA healthcare is undergoing a profound business model change from a historical fee-for-service model to a more customer value-driven model where improved affordable patient outcomes can be realized. The current providers (hospitals, physicians, etc.) and payers (insurance companies, employers, and government) will have to fundamentally change (become more productive) to accommodate these market driven forces or risk becoming obsolete.As the book illustrates through excellent case studies and meticulous references (477 total footnotes or more than one footnote/page), USA healthcare is an over trillion dollar expensive mess with layers of historical well-intentioned bureaucratic regulations that are truly mind numbing, and large entrenched players protecting their parochial interests. To grasp the enormity and complexity of the fragmented healthcare system, the author brings a wealth of experience across the USA healthcare landscape, from all the major players's perspectives: providers, payers, and patients.As a good guide, he takes you through this landscape in a comprehensive and understandable way (which is no easy task) distilling the healthcare market into a framework, which captures even the historical subtleties that have an inordinate amount of influence on healthcare's current malaise.The author's in depth appreciation and in-the-trenches knowledge as evidenced by his many compelling studies make the USA healthcare system come to life. In contrast to other healthcare books that get bogged down in healthcare's maze of programs and doubletalk, this book is very readable.The framework has four major areas:1. Assess- a thorough review of the current state of the healthcare system with a refreshing perspective on the influence of the American mindset and its irreconcilable conflicts in achieving an affordable healthcare system.2. Align- The major players need to align the current spaghetti healthcare delivery system to the new awakening of customer's demands for efficacy and convenience. This alignment is customer value focused and data driven. The author uses several fascinating case studies and expert analysis to show why this nascent awakening will only gain in importance. A comprehensive review of customer focused approaches such as shared decision making, physician reviews and second opinions is a must read for providers (who have overbuilt and underused acute care facilities) in appreciating this new awakening of customer demands.3. Adapt- explores the innovations in payments (high deductible plans) and services (customer engagement) to accommodate this new emerging business model. The author takes you through the most promising and innovative approaches that are enjoying success in this transformation. Most of these studies are firsthand accounts with the major participants (such as the transformation of Banner Health) which capture the inherent struggles in trying to change healthcare. These examples support the author's claim that labor intensive healthcare's success will emerge through improved services rather than product innovations.4. Advance- is a comprehensive picture of the most difficult problem in healthcare, enabling individuals to take responsibility for their health through education, lifestyle changes, and wellness programs. The author makes a compelling argument supported by numerous references that behavior changes will be needed to have a significant impact on reducing healthcare costs. This section is a good start for readers interested in knowing where healthcare is going.Unfortunately, intractable barriers remain such as the federal government's regulatory capture and conflicting political interests. The examples such as the USA government's \$12 Million marketing program supporting Dominos's cheesier pizzas (conflicts with government's obesity programs) illustrates the author's depth of knowledge and reinforces his common sense path that can win America's epic fight for better affordable healthcare.0 of 0 people found the following review helpful. This author gets the "pathology" of our current healthcare system, and offers a cure!By David L. BrownAs an academic physician, involved in leadership at some of our country's elite institutions, I thought I knew a good deal about healthcare and the needs of health reform. Reading David W. Johnson, wonderfully clear book on "Market and Medicine" certainly improved my understanding of what is needed to truly reform healthcare. His insights and wisdom around these issues are deep.As he so effectively argues in his chapter on healthcare's productivity paradox, our current system is really a form of market socialism. The link between value and costs and outcomes have been unhooked from the patient, or so-called customer. I offer his book as one place where even those without long background in healthcare will find writing and wisdom closely aligned. As he so clearly states in his chapter four, "It's a Drag," healthcare is "sick" and he believes has three primary pathologies:a. Information asymmetry: this occurs when either buyer or seller has better information than the other party.b. Process-based payment: fee-for-services rewards for services performed rather than outcomes ndash; its similar to paying for each bolt and screw when a care is manufactured.c. Inadequate care management: US lacks the capabilities needed to proactively manage the care of large populations.I offer to you, David Johnson's book as a resource to understand what ails our healthcare system, and a possible prescription for its healing.1 of 1 people found the following review helpful. Market vs Medicine is today's instruction manual for America's healthcare systemBy Phil SolomonMarket vs. Medicine is a must read for healthcare executives and non-professionals who are interested in understanding the nuances of our healthcare system and the current drivers for care delivery. As one of the industry's most prolific thought leaders, Dave is known for his creativity, innovative thinking and his ability to articulate complex concepts in an easily understandable way. I highly recommend his book and I hope you enjoy reading it!Market vs Medicine: America's Epic Fight for Better, Affordable Healthcare

U.S. healthcare is too expensive, asset-heavy and tolerant of excessive performance variation. It is over-invested in acute/specialty care and under-invested in prevention, primary care, behavioral health and chronic disease management. It makes too many mistakes and refuses to learn from them. Our long-term quality of life, standard of living and social mobility depend on converting America's "sick care" system into a true healthcare system. Strong incumbents dominate an expensive and fragmented system that is financially unsustainable, delivers mediocre health outcomes and fails to address the root causes of America's chronic disease epidemic. This medical empire is fighting to maintain the status quo and its vested interests. Its day of reckoning has come. New competitors and business models are emerging to challenge entrenched, inefficient and ineffective business practices. They're relentless. They fight to win customers every day by delivering better, more convenient and more affordable healthcare services. Market vs. Medicine goes beyond diagnosis to consider how sustaining and disruptive innovation will make U.S. healthcare better at diagnosing and treating illness while developing care management capabilities that promote prevention, behavioral health and chronic disease management. In the epic battle underway, market-driven reform, more than regulatory change, will transform and improve America's broken healthcare system. The marketplace will differentiate winners and losers. Value rules.

About the Author Dave is the CEO and founder of 4sight Health, a healthcare boutique firm. 4sight Health operates at the intersection of healthcare economics, strategy and capital formation. The company's 4-stage analytic (Assess. Align. Adapt. Advance.) reflects the bottom-up, evolutionary character of market-driven reform. Dave wakes up every morning trying to fix America's broken healthcare system. He is a frequent writer and speaker on market-driven healthcare reform. During his 28-year investment-banking career, Dave managed over \$30 billion in healthcare revenue bonds and led significant strategic advisory engagements for his health system clients. He specializes in capital formation, asset-liability management, enterprise risk analytics and new business-model development. His expertise encompasses health policy, academic medicine, economics, statistics, behavioral finance, disruptive innovation, organizational change and complexity theory. He is the author-in-residence at the Health Management Academy and writes regular commentaries for Modern Healthcare's digital edition. He is an investor and board member for three early-stage healthcare companies, Bienestar, Curate Health and HealthIPass. Dave enjoys reading, travelling and has run ten marathons.