New Publications from the Office of Health Policy

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New Book Now Available

Connecting with the New Healthcare Consumer: Defining Your Strategy.
Editors: David B. Nash, MD, MBA; Mary Pat Manfredi, MPH; Barbara Bozarth, MSEd; and Susan Howell, MSS.

"Connecting with the New Healthcare Consumer: Defining Your Strategy will help all healthcare professionals grasp the cultural and economic “whys” behind the changing consumerism dynamic—including the rise of alternative medicine, the impact of Rx-to-OTC switches, the increase in consumer health news coverage, and the Internet as educator and support group. It will also arm readers with the “hows” for planning and succeeding in this ever intriguing, rapidly evolving marketplace."

Jeff Arnold, CEO, Healtheon/WebMD

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