



Healthcare Disrupted: Next Generation Business Models and Strategies (Hardback)

By Jeff Elton, Anne O'Riordan

John Wiley & Sons Inc, United States, 2016. Hardback. Condition: New. 1. Auflage. Language: English. Brand new Book. During a time of tremendous change and uncertainty, Healthcare Disrupted gives executives a framework and language to determine how they will evolve their products, services, and strategies to flourish in a increasingly value-based healthcare system. Using a powerful mix of real world examples and unanswered questions, Elton and O Riordan lead you to see that no action is not an option and push you to answer the most important question: What is your role in this digitally driven change and how can your firm can gain competitive advantage and lead? David Epstein, Division Head, Novartis Pharmaceuticals Healthcare Disrupted is an inspirational call-to-action for everyone associated with healthcare, especially the innovators who will develop the next generation of therapeutics, diagnostics, and devices. Bob Horvitz, Ph.D., David H. Koch Professor of Biology, MIT; Nobel Prize in Physiology or Medicine In a time of dizzying change across all fronts: from biology, to delivery, to the use of big data, Health Disrupted captures the impact of these forces and thoughtfully develops new approaches to value creation in the healthcare industry. A must-read for those who strive to...



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