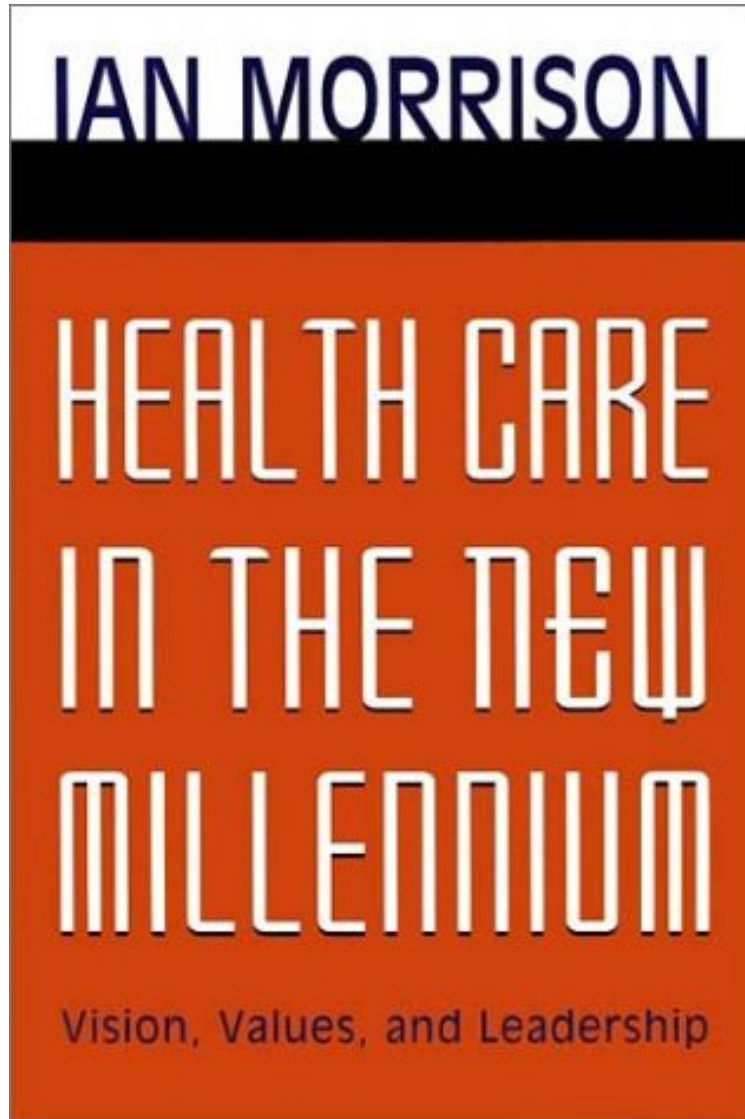


(Get free) Health Care in the New Millennium: Vision, Values, and Leadership

Health Care in the New Millennium: Vision, Values, and Leadership

Ian Morrison

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Health Care in the New Millennium is written by futurist Ian Morrison-author of *The Second Curve* and *Future Tense* and one of our nation's foremost health care analysts. In this provocative book, Morrison gives health care executives, doctors, and nurses a guided tour of what's in store for health care in the coming years and explains . . . Why our one-trillion dollar health care industry has so many unhappy stakeholders Why investor-owned health systems are failing Why so few market-based reforms work Why health care leaders need new visions of what is possible for the future

"I recommend this book to anyone searching for answers in the confusion of today's health care world." (David M. Lawrence, chairman and CEO, Kaiser Foundation Health Plan, Inc.) "In this extremely useful book Ian Morrison challenges health care leaders to revisit health care values and build a better health system." (Gail L. Warden, president and CEO, Henry Ford Health System) "Everyone who wants to understand the American health care system, or wants to improve it, should read this book. It is packed with original insights, provocative analysis, and a wealth of new ideas." (Humphrey Taylor, chairman, Louis Harris Associates, Inc.) "Ian Morrison is the de Tocqueville of American health care. He has a grasp of what's important, a fix on the future, and a way with words unlike anybody else on the health care scene." (Drew E. Altman, president and CEO, Henry J. Kaiser Family Foundation) "Ian Morrison has done it again, captured the complex forces that are driving change in health care and proposed leadership solutions for the 360 degrees of health care. This book lays out with great craft where we've been and-more importantly-what leadership will need to resolve and demonstrate to move us into the new millennium." (Kathryn E. Johnson, CEO, Health Forum) "Morrison's new age system thinking and irreverence for sacred cows allows us to examine the critical issues in health care. A must read for anyone involved in health care and community health improvement." (Mary Pittman, president and CEO, Health Research and Education Trust) "The author succeeds in being simultaneously thoughtful, provocative, and entertaining while addressing the complex issues of the U.S. healthcare system.... An enjoyable and worthwhile addition to the library of healthcare leaders and serious students of U.S. health policy." (Doody Publishing, Inc.) "Explores the challenges facing the U.S. health care system with wit, scholarly writing, and a broad perspective." (The American Journal of Nursing/American Nurses Association 2000 Book of the Year Award; (winner in the category of Health Policy)) From the Inside Flap In recent years, health care leaders and legislators have introduced radical new systems of managed care and implemented marketplace reform. Despite these innovations, escalating costs and poor access have plagued America's health care system. To outside observers, a typical health care expert and reformer may seem a little like the Wizard of Oz-a flustered little man behind the curtain, fiddling with dials and making it up as he goes along. If our health care system is to realize its full potential in the 21st century, we need informed leaders who can restore public confidence with new visions of what is possible for the future. Health Care in the New Millennium is written by futurist Ian Morrison-author of *The Second Curve* and *Future Tense* and one of our nation's foremost health care analysts. In this provocative book, Morrison gives health care executives, doctors, and nurses a guided tour of what's in store for health care in the coming years and explains . . .? Why our one-trillion dollar health care industry has so many unhappy stakeholders? Why investor-owned health systems are failing? Why so few market-based reforms work? Why health care leaders need new visions of what is possible for the future Building on his nearly ten years with the acclaimed think tank, the Institute for the Future, Morrison shows why structural change within the evolving health care system has the potential to create unprecedented growth and opportunity for everyone in the field. The book is filled with visionary thinking, including resolving the fundamental tensions of cost, quality, access, and security of benefits; selecting the best from health care systems around the globe; learning lessons from other industries; driving change in the future; and applying the five key leadership steps. Written with the author's unique blend of scholarship and wit, *Health Care in the New Millennium* provides a concise and easy-to-read synthesis of current health policy and clear From the Back Cover In recent years, health care leaders and legislators have introduced radical new systems of managed care and implemented marketplace reform. Despite these innovations, escalating costs and poor access have plagued America's health care system. To outside observers, a typical health care expert and reformer may seem a little like the Wizard of Oz-a flustered little man behind the curtain, fiddling with dials and making it up as he goes along. If our health care system is to realize its full potential in the 21st century, we need informed leaders who can restore public confidence with new visions of what is possible for the future. *Health Care in the New Millennium* is written by futurist Ian Morrison-author of *The Second Curve* and *Future Tense* and one of our nation's foremost health care analysts. In this

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