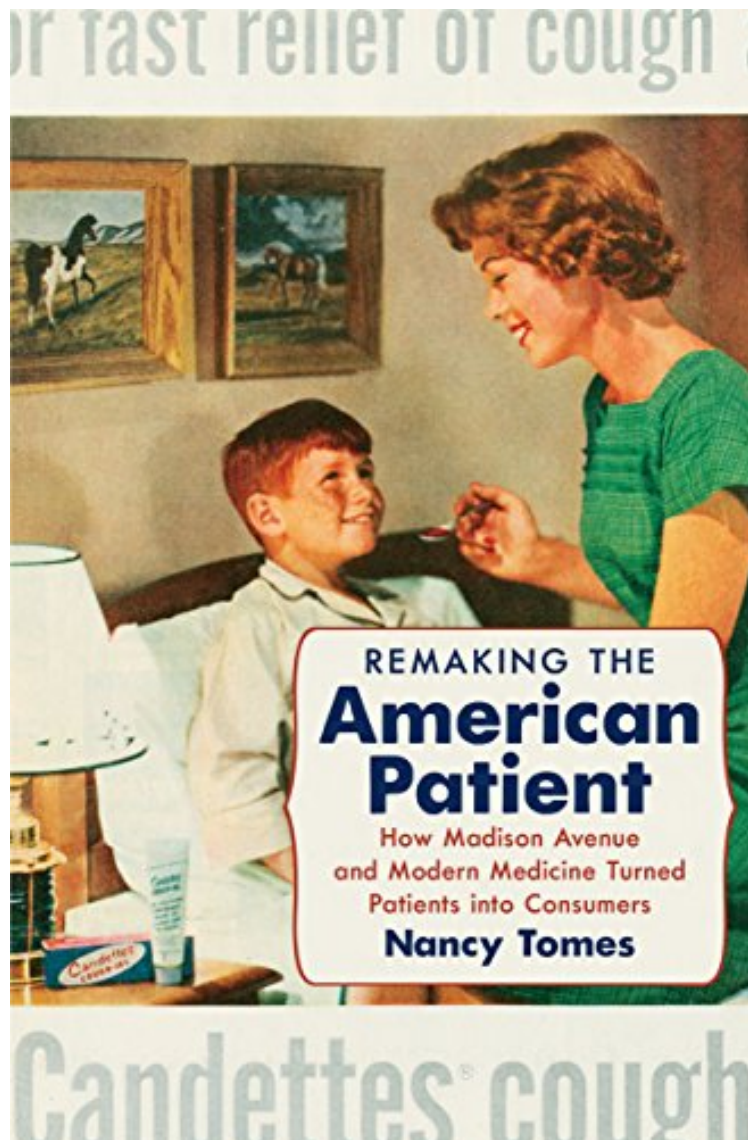


[Download ebook] Remaking the American Patient: How Madison Avenue and Modern Medicine Turned Patients into Consumers (Studies in Social Medicine)

Remaking the American Patient: How Madison Avenue and Modern Medicine Turned Patients into Consumers (Studies in Social Medicine)

Nancy Tomes

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Nancy Tomes : Remaking the American Patient: How Madison Avenue and Modern Medicine Turned Patients into Consumers (Studies in Social Medicine) before purchasing it in order to gauge whether or not it would be worth

my time, and all praised *Remaking the American Patient: How Madison Avenue and Modern Medicine Turned Patients into Consumers* (Studies in Social Medicine):

1 of 2 people found the following review helpful. Starts out well, but flags
By pseudonym "Remaking the American Patient..." starts out in a promising way, with an interesting history of professional medicine in the USA from the late 19th century onward. However, starting at about the 1980s, the chronology becomes somewhat confusing, and the book seems to lose its way. It's admittedly hard to tackle such a huge subject, and the author might not have wanted to enter the political minefield that is the recent interface between politics and the pharmaceutical/insurance industries. But, by refashioning how the public views their relationship to medical service providers, these industries have dramatically restricted what is actually put on the Congressional table (and the dinner table) for discussion. As a result, this subject must be featured more prominently in a book about American medical consumerism.
5 of 6 people found the following review helpful. A wonderful read!
By Greyhound Lover Fabulous! A painstakingly researched and comprehensive history of the patient and patient care in America. Very original. Academic yet easy to read. Tomes is particularly good at linking the history of the patient with the history of advertising. The review from the New York Times was glowing.
2 of 5 people found the following review helpful. Hopelessly muddled
By doug korty I agree a lot with Loyd Eskildson who is an excellent reviewer. I don't know whether the author needed a great editor or needed to start all over again. She didn't seem to know much about health care, health care economics or consumer economics. She writes well and put together an excellent bibliography but the book is hard to read because it is hopelessly muddled and confusing. It doesn't elucidate much about any of the subjects it deals with.
Good books and other information on health care here: mwir-improvinghealth.blogspot.com/ Midwest Independent Research

In a work that spans the twentieth century, Nancy Tomes questions the popular--and largely unexamined--idea that in order to get good health care, people must learn to shop for it. *Remaking the American Patient* explores the consequences of the consumer economy and American medicine having come of age at exactly the same time. Tracing the robust development of advertising, marketing, and public relations within the medical profession and the vast realm we now think of as "health care," Tomes considers what it means to be a "good" patient. As she shows, this history of the coevolution of medicine and consumer culture tells us much about our current predicament over health care in the United States. Understanding where the shopping model came from, why it was so long resisted in medicine, and why it finally triumphed in the late twentieth century helps explain why, despite striking changes that seem to empower patients, so many Americans remain unhappy and confused about their status as patients today.

Afluent and immensely readable chronology, minutely referenced, instructive and ruefully entertaining.--New York Times
This fascinating book . . . will intrigue health care professionals and policymakers as well as interested lay readers.--Library Journal, starred review
An even-handed account, noting that patients have long maintained unrealistic expectations of medicine, fueled in turn by advertising puffery.--Bulletin of the History of Medicine
Tomes successfully derives valuable insights into current concerns from her historical analysis of the fading distinction between medical professionalism and commerce.--Choice
A sweeping book that is thoughtfully researched and meticulously documented . . . [and] disproves several reigning myths about the current culture of medicine in the United States.--Health Affairs
Casts the history of American medicine in a new light and helps explain the roots of contemporary patients' and physicians' predicaments.--American Historical A superb book! By closely looking at the business of the doctor's office and the drug store over the twentieth century, Nancy Tomes shows how American medicine has become what it is today and why, despite a century of reforms made in the patient's interest, patients now constantly sign consent forms and still wish their doctors talked to them more. *Remaking the American Patient* is beautifully written and essential to understanding the current predicament of medical care in America.--Leslie J. Reagan, University of Illinois at Urbana-Champaign, and author of *Dangerous Pregnancies: Mothers, Disabilities, and Abortion in Modern America*
No historian other than Nancy Tomes could have succeeded so admirably in tracing the complicated path of medical consumerism through the major political and social developments of the twentieth century. A novel and highly readable account of the rise of the patient-consumer in the United States, *Remaking the American Patient* defines a new area of inquiry.--Christopher Crenner, University of Kansas Medical Center
About the Author
Nancy Tomes is professor of history at Stony Brook University and author of *The Gospel of Germs: Men, Women, and the Microbe in American Life*.