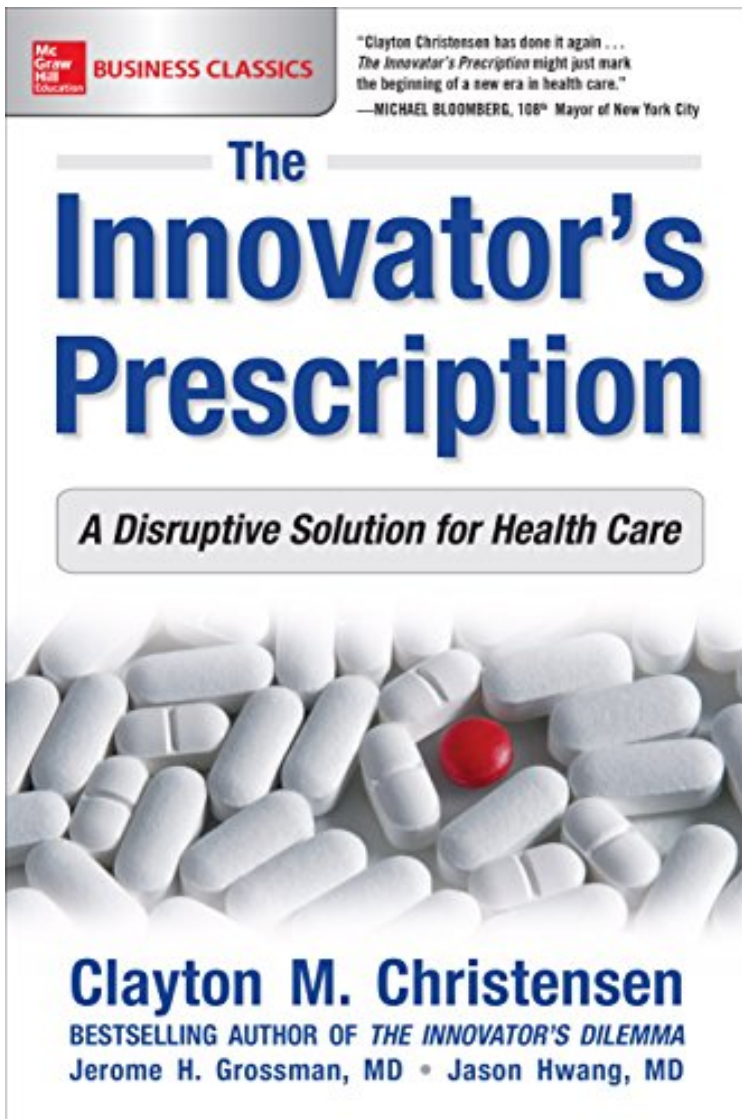


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The Innovator's Prescription: A Disruptive Solution for Health Care



Par Clayton M. Christensen, Jerome H. Grossman M.D., Jason Hwang M.D.
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fieldDr. Jerome Grossman and Dr. Jason Hwang. Together, they examine a range of symptoms and offer proven solutions. YOU'LL DISCOVER HOW Precision medicine reduces costs and makes good on the promise of personalized care Disruptive business models improve quality, accessibility, and affordability by changing the way hospitals and doctors work Patient networks enable better treatment of chronic diseases Employers can change the roles they play in health care to compete effectively in the era of globalization Insurance and regulatory reforms stimulate disruption in health care Presentation de l'auteurA groundbreaking prescription for health care reform--from a legendary leader in innovation . . . Our health care system is in critical condition. Each year, fewer Americans can afford it, fewer businesses can provide it, and fewer government programs can promise it for future generations. We need a cure, and we need it now. Harvard Business Schools Clayton M. Christensenwhose bestselling The Innovators Dilemma revolutionized the business worldpresents The Innovators Prescription, a comprehensive analysis of the strategies that will improve health care and make it affordable. Christensen applies the principles of disruptive innovation to the broken health care system with two pioneers in the fieldDr. Jerome Grossman and Dr. Jason Hwang.

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