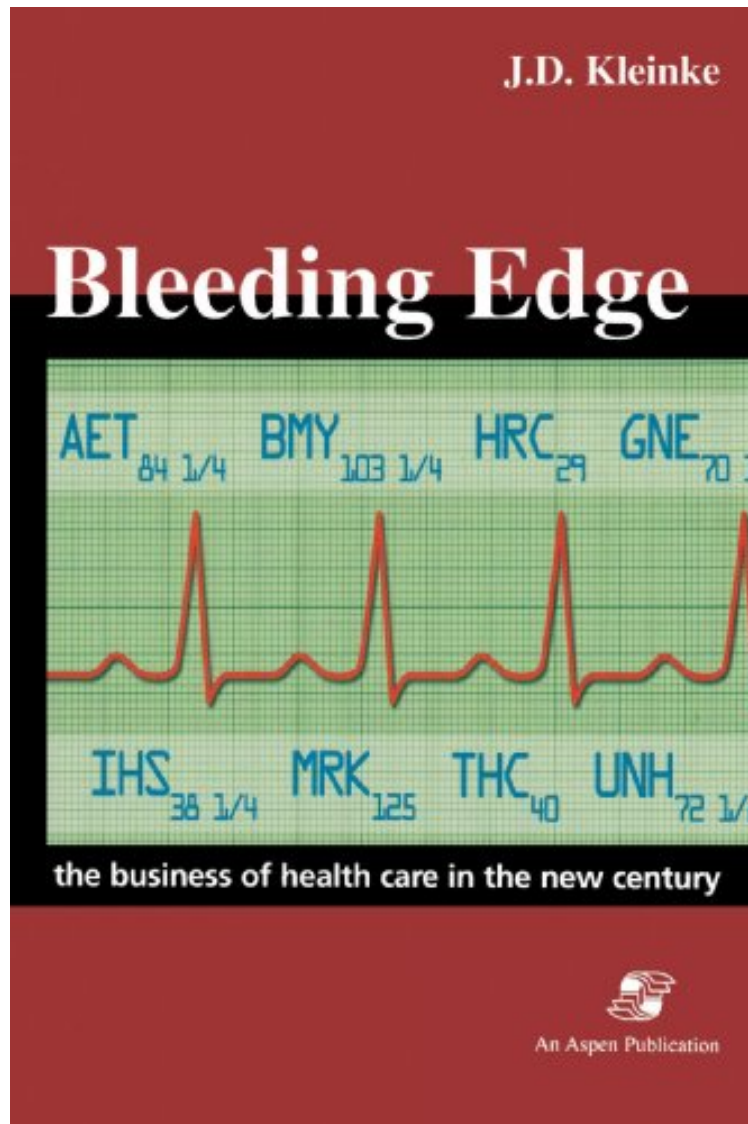


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Bleeding Edge: The Business of Health Care in the New Century

J.D. Kleinke

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J.D. Kleinke : Bleeding Edge: The Business of Health Care in the New Century before purchasing it in order to gauge whether or not it would be worth my time, and all praised Bleeding Edge: The Business of Health Care in the New Century:

15 of 16 people found the following review helpful. Exceptional perspective about health care industrialization. By jramorrow@chks.co.uk This is a well thought out viewpoint about one of the last to be industrialized market sectors. It provides new and provocative viewpoints about an industry which is full of growth, alive with change but smitten with

anguish as it touches nearly all humans in very personal ways; all around the world. Bleeding Edge is also a business book, with current and timely information about some of the most dramatic changes in health care since '95. The book is not a history of health care, thank goodness, it is a view into and reasoning for, the continued revolution of the health care sector. This book is a "must read" for everyone doing business in health care as either a provider or supplier. Many lessons to be learned from this piece and an easy read chocked full of bits and pieces of data and sound bites for forward thinkers. Well worth the investment! 13 of 14 people found the following review helpful. Required reading for all health care participants. By A Customer I enjoyed the authors attempt to predict the future of health care which is unpredictable and which is provoking considerable anxiety in the medical field. While I'm not sure I agree with all the author's points, he presents interesting arguments supporting his forecasts. I shared this book with my colleagues, and they not only enjoyed it, but were willing to discuss many aspects of the book. The book does ignore the balance budget act, and doesn't address differences in regional variation in health care. I intend to read it again as soon as I get my copy back. This book can make a strong impression on its readers, especially physician readers, and it can provoke long conversations. 3 of 9 people found the following review helpful. Interesting observations on industry directions. By gmertz@pilot.infi.net This book has thought-provoking comments on the future configuration and incentives in the industry. Klenke is a clear believer in Star's 80's observations, but so are many who are watching his predictions come true. The book drags at times but, overall, a must read!

Using the tools of competitive strategic analysis, this text identifies and explores the five forces transforming the health care system - horizontal consolidation, vertical integration, industrialization, medical/financial risk assumption, and consumerism. Using these five forces to describe the health care system most likely to emerge in the next decade, it predicts very different fortunes and fates for the medical professions, and hospital, pharmaceutical, medical device, and managed care industries.