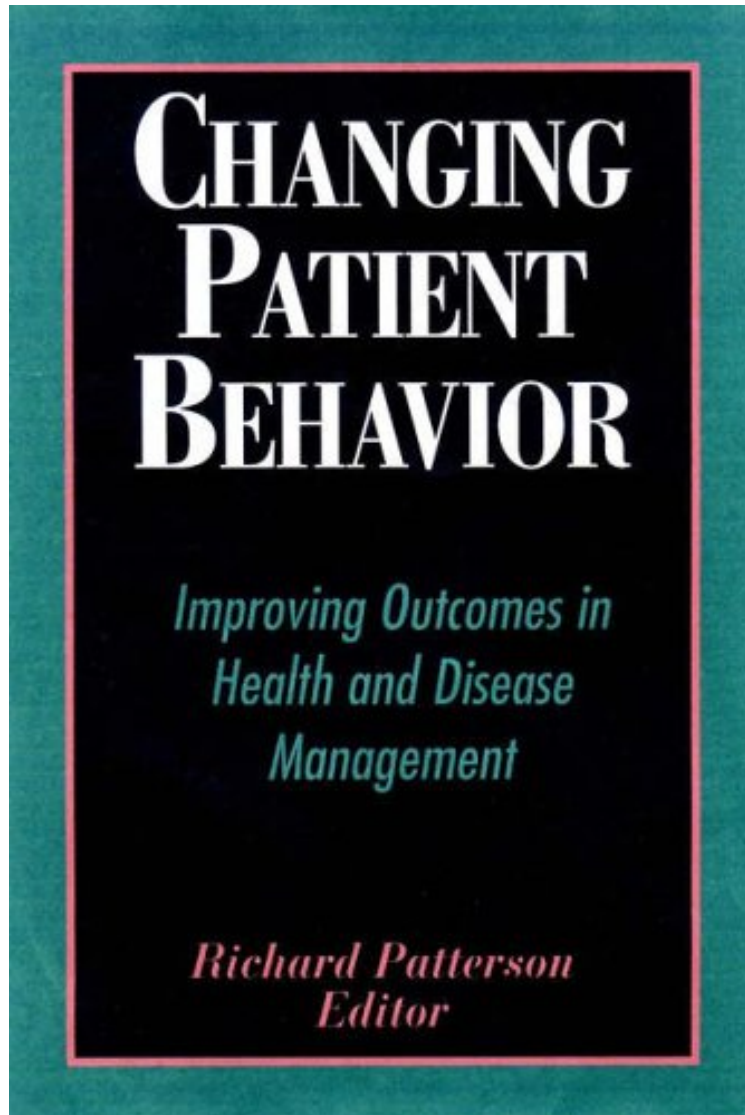


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# Changing Patient Behavior: Improving Outcomes in Health and Disease Management

*Richard Patterson*

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This comprehensive anthology on disease management focuses on integrating health behavior change strategies into disease management practices. *Changing Patient Behavior* offers a solid, systematic approach to developing and implementing strategies to influence the patient's behavior in the context of health and disease management programs. Nationally known disease management authority Richard Patterson has assembled a stellar lineup of contributions from fifteen major health experts, creating an indispensable guide to making the patient integral to the management of his or her own health. Richard Patterson is executive vice president, director of development for HealthAnswers, Inc., a business-to-business health management and wellness services company.

From the Inside Flap  
Written by a stellar panel of experts and educators, *Changing Patient Behavior* introduces an innovative strategy for improving outcomes of the management of chronic illnesses such as diabetes, heart disease, and asthma. This systematic approach centers on integrating the patient into the overall process of health and disease management rather than putting the focus on the clinical management of the disease. Under the editorial direction of Richard Patterson, a nationally respected disease management authority, the contributors have created a comprehensive guide to effective disease management strategies. *Changing Patient Behavior* offers an insightful examination of the often complex set of interrelated drivers of health-related behaviors and is filled with valuable suggestions on how to influence behavior in order to improve a patient's physical condition. The book also includes examples of cutting-edge models of behavior change that can be customized to fit the individual patient. Using the guidelines in this indispensable resource, health care professionals will learn the skills to? Integrate a patient-centered approach into health and disease management? Develop interventions to apply cutting-edge behavioral theory? Choose from a wide range of methods when creating individualized interventions? Measure, interpret, and apply the results of behavior change interventions  
This hands-on resource fills an important gap in the professional literature and provides health care executives, medical directors, directors of nursing, disease management coordinators, case managers, and other health care leaders with the information and tools they need to implement a new proactive approach to the management of chronic disease.  
From the Back Cover  
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About the Author  
**RICHARD PATTERSON** is executive vice president, director of development for HealthAnswers, Inc., a business-to-business health management and wellness service company. He was the founder and managing director of Hastings Outcomes Management, a health and disease management company located in Pennington, New Jersey.