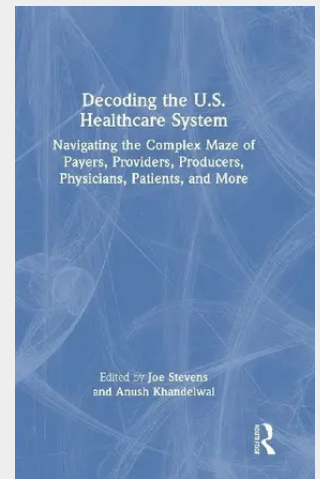


Decoding the U.S. Healthcare System

Navigating the Complex Maze of Payers, Providers, Producers, Physicians, Patients, and More

Navigating the US healthcare system can be daunting. Decoding the US Healthcare System offers practical guidance and actionable strategies to help healthcare and business professionals to steer a path through the system now in order to achieve their business objectives. The book offers a comprehensive and insightful exploration of how to adapt to policy and how the various healthcare stakeholders can combine to determine which medicines and technologies reach patients. It describes the complex relationships and role of the key players – pharmaceutical and medical device manufacturers, healthcare providers, insurance companies, and intermediaries – and provides a clear guide to someone working in one of these industries on how they can interact with their counterparts in different parts of the ecosystem who often have very different backgrounds, interests, and incentives. It includes frameworks for building partnerships, overcoming barriers to innovation, and adapting to policy changes. Readers will gain an understanding of why the system functions as it does today, and how to operate more effectively within the system and to drive meaningful change in their respective roles. This illuminating book is ideal for healthcare and business professionals along with readers seeking to understand and deal with business-to-business transactions in the US healthcare system.

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