



Benjamin Rush

Benjamin Rush Institute



Website

Events

Video

Blog

Resources

Chapters

About

NexGenMed:

Pt. II: Diagnosing American Healthcare

Business Perspective

Greetings!

Some people think that healthcare is somehow different from "regular" business, or that doctors have no 'business' seeking profits in medicine.

How does this kind of thinking affect healthcare policy, and what are the results from treating healthcare and the delivery of medical care differently from "regular" businesses?

David Goldhill, author of ***Catastrophic Care: How American Healthcare Killed My Father***, talks with BR's John Flo about how successful business practices absolutely belong in the healthcare arena, and how relying more on them would produce better results for all Americans at a lower cost.

Listen to David Goldhill's diagnosis of American healthcare from a business perspective on Next Generation Medicine, with John Flo.

#10 DAVID GOLDHILL
Author, *Catastrophic Care*

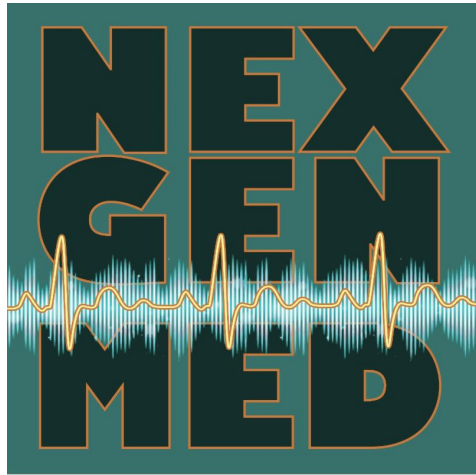
"What we really need in healthcare is a more normal looking marketplace."

NEXGENMED Available on iTunes

NexGenMed Podcast

Also, listen to Part I: Dx American Healthcare: **Policy**, with

Stay tuned for Pt. III: Dx American Healthcare: *Medicine*, with Dr. Venu Julapalli



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