



# **How to Get What We Pay For: A Handbook for Healthcare Revolutionaries - Doctors, Nurses, Healthcare Leaders, Inventors, Investors, Employers, Insurers, Governments, Consumers, You**

*Joe Flower*

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**We can fix healthcare now.** We can rebuild the system to give us better, cheaper care for everyone. We now have the tools. This is the moment, while healthcare is already changing rapidly.

Who is "we"? Everyone who affects the system, from doctors and nurses to healthcare leaders, health plans, employers, and consumers--you.

Along the way, **we can each get better healthcare for less for ourselves and our families.**

**Joe Flower's** remarkable new handbook *How To Get What We Pay For* shows how--complete with checklists and pages of resources. It challenges all our usual ways of thinking about healthcare, and especially the assumption that we personally cannot do anything about it.

A veteran healthcare insider, industry analyst and futurist, and author of thousands of articles and the groundbreaking 2012 book *Healthcare Beyond Reform: Doing It Right for Half the Cost*, Flower presents an in-depth, easy-to-read breakdown of the current system and the seven "levers" that are changing it:

- Shopping
- Transparency
- Results
- Prevention
- Targeting
- Trust
- Tech

**As confusing as today's healthcare seems, there is hope.** This guide puts the tools in your hands to make better, cheaper healthcare available--sooner rather than later. Read up and let's get started!

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