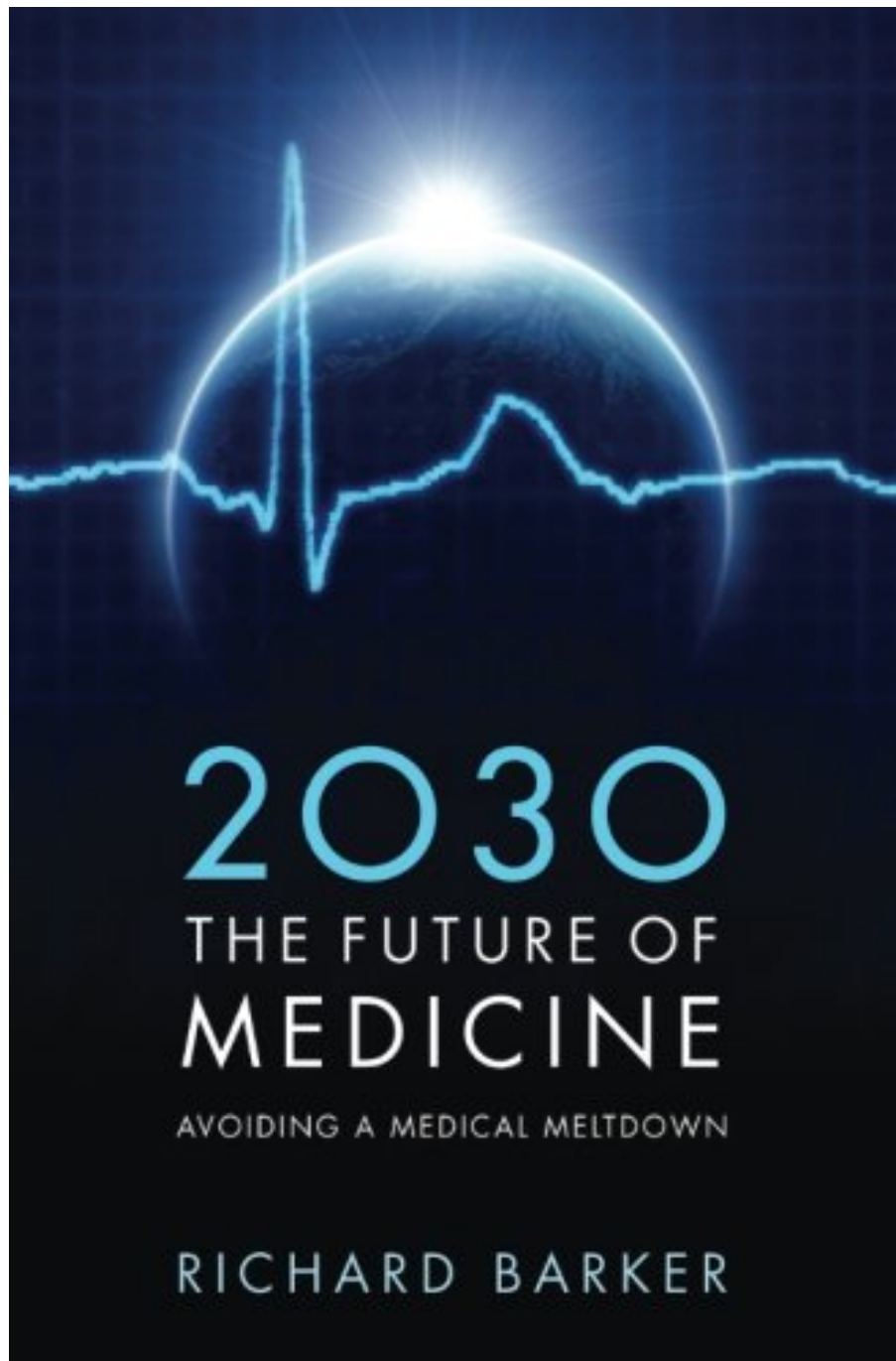


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"The book goes where few go, and that is to compare issues in the U.S. and U.K. and note how some issues such as need for redesign are similar even though the healthcare payment or insurance models are different."
--Doody's

"Barker's book is a brief and excellent primer on current and possible future trends in medical care. His readable prose captures and synthesizes well the current thinking on how to deal with costs associated with medical advancement." -- Health Affairs

About the Author

An internationally experienced leader and strategist in pharmaceuticals and healthcare, Richard frequently speaks and writes on the future of healthcare. His extensive network, board and management experience results in a broad perspective on both technologies and markets. Voted by the UK Health Service Journal as one of the 50 most influential individuals in UK healthcare.

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Over the last couple of years, the credit crunch has driven a near-collapse of the world's financial systems. With the benefit of hindsight, many say this could have been predicted and avoided. Over the next 10-20 years, healthcare is headed for its own meltdown: an inability to fund the growth in demand and the appearance of costly new medical technology within the current healthcare systems framework. This 'meltdown' will not be as sudden as that in the world of finance: it will occur over the next 20 years, but the failure of the current sources of healthcare funding to meet our expectations of care quantity and quality will have consequences every bit as serious as the banking crisis. The warning signs are there, the crisis is already being predicted - but is it inevitable, or can it be avoided?

This book offers a penetrating analysis of the underlying problems, and offers some simple, but far-reaching solutions to bring supply and demand back into balance and avoid the meltdown. It is not a contribution to the current political debate but a primer for the changes to the underlying fabric of healthcare if reforms such as "Obamacare" have any chance of sustainable success.

In the course of the book, we confront many topical challenges: How can people be persuaded to manage their own health better?; Can we afford to spend more of today's money on disease prevention and detection, to save future costs?; Will 'personalised medicine' be cheaper, or more expensive?; Are healthcare IT systems a key part of the solution or doomed to be expensive white elephants?; and most importantly: What will the future of healthcare look like, for us and for our children and grandchildren?

To bring the answers to this final question alive, the book uses a fictitious family, the Carters, to illustrate the changes we will see, the dilemmas we will face and the solutions we must strive for. Interspersed between the text are the vignettes of members of the family, their diseases and treatments and how change has affected each of their lives.

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