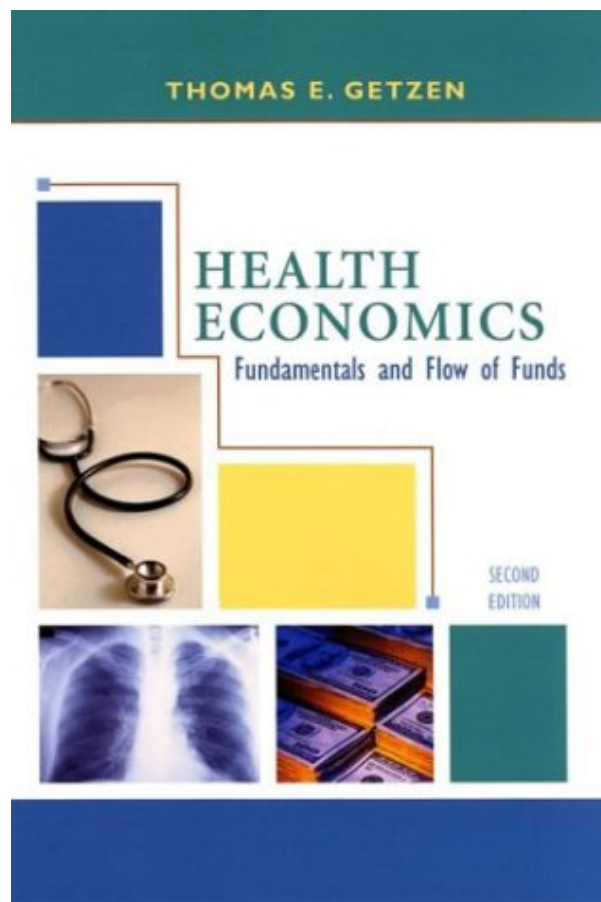


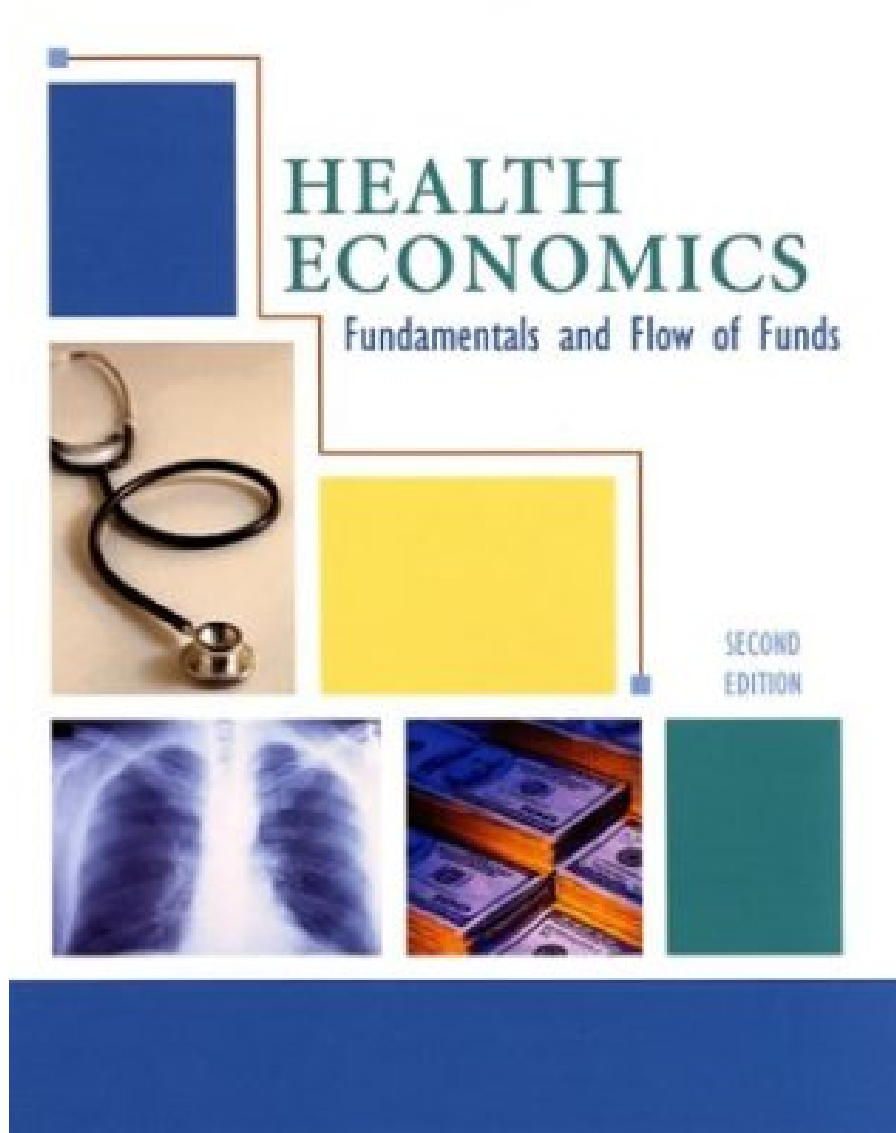
# HEALTH ECONOMICS: FUNDAMENTALS AND FLOW OF FUNDS BY THOMAS E. GETZEN



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## Review

Instructor's Manual available. -- The publisher, John Wiley & Sons

## From the Publisher

This text is a primer for the economic analysis of medical markets and the production of health. It traces the economic rationale and development of the medical care organization. The first thirteen chapters use a "flow of funds" approach to describe the incentives and organizational structure of the health care system. Transactions between patients and physicians (and other) are examined to see how profits are made, costs covered, contracts written (or implied), and regulations formed. The continuing evolution of the system in the U.S. is the subject of two chapters on managed care. The last seven chapters take a wider macroeconomic perspective in order to explore the dynamics of change within the health care system, and to explicitly consider determinants of national health spending and the role of governments in public and private health.

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You don't need a background in economics or a degree in mathematics to explore issues associated with allocating resources to medical care. With Thomas Getzen's clearly written, down-to-earth approach to health economics, you can develop a thorough and practical understanding of the principles and concepts of how funds flow through the health care system.

Getzen, a leader in the field of health economics and current director if the International Health Economics Association, traces the economic rationale and development of medical care organizations, as well as the economic and political factors that have influenced them.

### Highlights of the Second Edition:

- New cases in each chapter illustrate the practical uses of economic theory.
- New introductory material presents the principles of economics applied to health.
- Features updated statistics, new problem sets, and Web links.
- Covers the relationship of marketing to marginal cost.
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A practical primer to the dynamic field of health economics. Written by Thomas Getzen, a leading academic and practitioner, and currently Director of the International Health Economics Association, this complete, accessible text introduces students to the economic analysis of medical markets and the production of health. Updated and revised with new cases and the latest developments in the field, the new Second Edition traces the economic rationale and development of the medical care organization. It thoroughly introduces students to the principles and concepts of health economics without requiring prolonged preparatory work or extensive mathematical manipulation.

- \* Cases illustrate practical uses of economic theory in each chapter.
- \* More streamlined presentation of macro and historical materials.
- \* Covers the relationship of marketing to marginal cost.

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The perfect introduction to health care economics.

By A Customer

I wrote a paper on managed care competition for an economics course. This book proved invaluable. Without any previous knowledge of health economics, I was able to read, learn, and understand a fairly complex subject in a short amount of time using this book. The text covers everything but remains at an undergrad level. The arguments and examples are simple, clear, interesting, and easy to remember. I definitely found this to be the best introduction and overview to health economics, after having read six or seven books on the subject.

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By M. Anderson

I am currently reading this book for an online course I am taking, and I am very impressed. It is well-reasoned, seeks to look at all perspectives objectively and avoids the trap of taking sides in the current healthcare debate. While the subject matter is by no means easy, the book is nonetheless highly accessible and engaging. I would not hesitate to recommend it to anybody wishing to gain a solid understanding of our healthcare system in the United States.

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