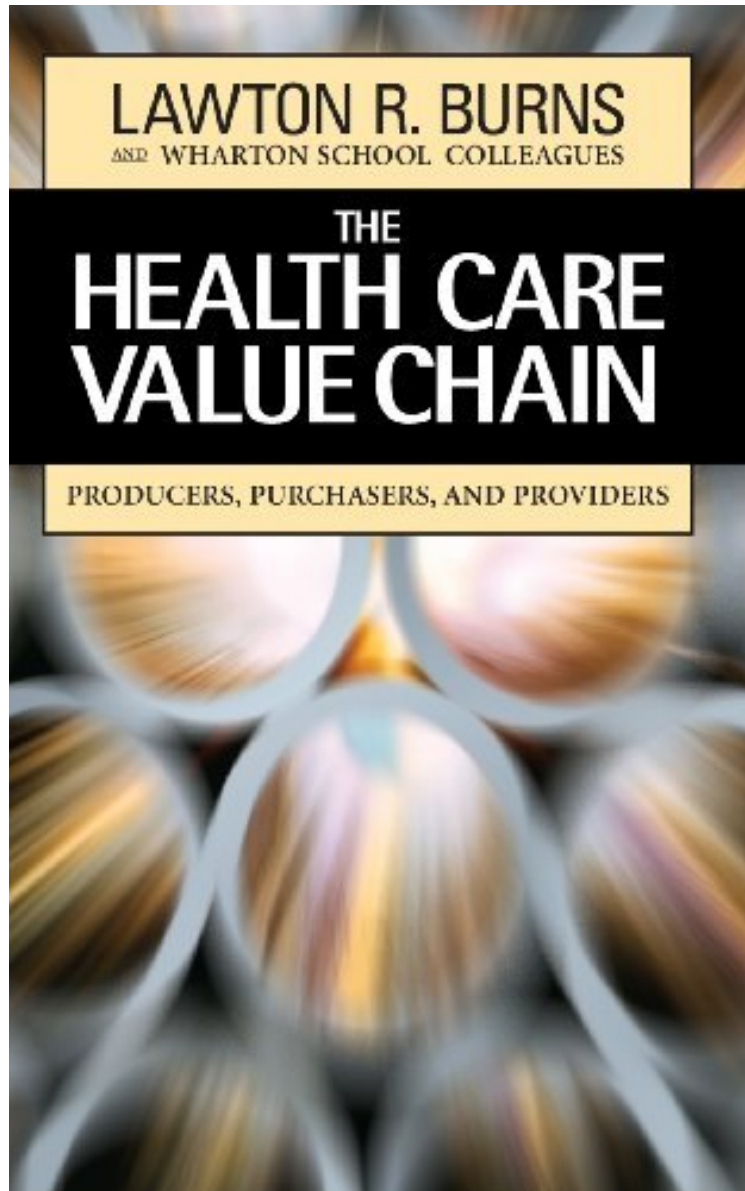


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# The Health Care Value Chain: Producers, Purchasers, and Providers

*Lawton R. Burns*

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Written by Lawton R. Burns and a panel of expert contributors, from the prestigious Wharton School, The Health Care Value Chain analyzes the key developments and future trends in the United States' health care supply chain. Based on a groundbreaking research initiative underwritten by the industry/university consortium-- the Center for Health Management Research-- this important book offers an in-depth examination of how the health care supply chain helps create value and competitive advantage. The Health Care Value Chain offers a thorough examination of the trading relationships among the manufacturers of health care products, the distributors, the group purchasing organizations, and the hospital customers and end users of those products. And the authors show how health care professionals and manufacturers can work together to form beneficial strategic alliances.

From the Inside Flap Written by Lawton R. Burns and a panel of expert contributors, from the prestigious Wharton School, The Health Care Value Chain analyzes the key developments and future trends in the United States' health care supply chain. Based on a groundbreaking research initiative underwritten by the industry/university consortium; the Center for Health Management Research; this important book offers an in-depth examination of how the health care supply chain helps create value and competitive advantage. The Health Care Value Chain offers a thorough examination of the trading relationships among the manufacturers of health care products, the distributors, the group purchasing organizations, and the hospital customers and end users of those products. And the authors show how health care professionals and manufacturers can work together to form beneficial strategic alliances. The Health Care Value Chain Shows how the health care value chain works Uncover the complexity of product procurement and delivery Reveals the pathways and stumbling blocks to improved value chain operations Describes the strategies of manufacturers in three product areas-pharmaceuticals, medical devices, and medical-surgical products Explains the strategies of group purchasing organizations and wholesaler/distributors Reveals the role of e-commerce in the health care value chain Compares the health care value chain with the "extended enterprise" model found in the auto industry Offers insights into the hospital customer of the future The Health Care Value Chain will give a greater understanding of how the health care supply chain works in order to enable health care executives to form strategic alliances, increase their market power, and gain competitive advantage. From the Back Cover Written by Lawton R. Burns and a panel of expert contributors, from the prestigious Wharton School, The Health Care Value Chain analyzes the key developments and future trends in the United States' health care supply chain. Based on a groundbreaking research initiative underwritten by the industry/university consortium; the Center for Health Management Research; this important book offers an in-depth examination of how the health care supply chain helps create value and competitive advantage. The Health Care Value Chain offers a thorough examination of the trading relationships among the manufacturers of health care products, the distributors, the group purchasing organizations, and the hospital customers and end users of those products. And the authors show how health care professionals and manufacturers can work together to form beneficial strategic alliances. The Health Care Value Chain Shows how the health care value chain works Uncover the complexity of product procurement and delivery Reveals the pathways and stumbling blocks to improved value chain operations Describes the strategies of manufacturers in three product areas-pharmaceuticals, medical devices, and medical-surgical products Explains the strategies of group purchasing organizations and wholesaler/distributors Reveals the role of e-commerce in the health care value chain Compares the health care value chain with the "extended enterprise" model found in the auto industry Offers insights into the hospital customer of the future The Health Care Value Chain will give a greater understanding of how the health care supply chain works in order to enable health care executives to form strategic alliances, increase their market power, and gain competitive advantage. About the Author Lawton R. Burns is the James Joo-Jin Kim Professor and professor of Health Care Systems and Management in the Wharton School at the University of Pennsylvania. He is also director of the Wharton Center for Health Management and Economics and visiting professor in the Department of Preventive Medicine at the University of Wisconsin School of Medicine. Dr. Burns has published extensively on the health care system for the past twenty years.