

Afterword

In his dictionary, Webster defines the word *visionary* as, “one who is able to see into the future.” Unlike some pundits, prescience is not a quality we claim to possess. To the purveyors of health care gloom and doom, however, the future for independent physicians is a bleak *fete accompli* after the health care reform of the Obama Administration. If you were of this philosophy prior to reading our book, we hope that you now realize the bulk of medical business and management activity for all stakeholders will be internet enabled as doctors and patients regain autonomy using cloud computing and the health care 2.0 enterprise.

In the future, the traditional top-down hierarchy will blur as physicians and patients unite using innovative new health care delivery models. By other delivery model, we mean embracing health 2.0 as a participatory collaboration; rather than through intermediaries, medical oligopoly, or command-control ecosystem.

For this patient-centric migration to occur, medical providers will need to consider the technology examples in each chapter, blend them with the traditional business principles outlined, and reengineer their practices with the needed connectivity tools and savvy skills of the modern era. Hopefully, the BUSINESS OF MEDICAL PRACTICE (*Transformational Health 2.0 Skills for Doctors*) will prove useful in this regard. We trust it will serve as a valuable resource for every health care professional; health care administrator; nurse-executive; and medical, business, or graduate school student and library in the country.


Do not be complacent, for as onerous as it seems, we may not survive autonomously as a profession without utilizing this sort of information. The bar to a new level of health care innovation has been raised in this decade. Although we still need actuarial and accounting data, working capital, marketing techniques and correct fee setting, we believe that all physicians will look back on this edition and recognize it as the turning point in the current health care imbroglio. Already there are growing signs of this sea change as indicated by the explosion of health care technology and new participatory and distributive care models that bode well for future practitioners and patients.

Nevertheless, the accelerating development of new business models, patient collaboratives, and health 2.0 technologies will also provide exciting opportunities for entrepreneurially inclined physicians. Some of the most important advances in medical practice over the next 5 to 10 years will be developed by those doctors who see the “big picture.” For example, a Gallup poll in March 2010, suggested that patients trusted doctors most to fix health care, according to these percentages:

1. Doctors—77%
2. Hospitals—64%



3. University professors/health policy researchers—61%
4. President Barack H. Obama—49%
5. Democratic leaders in Congress—36%
6. Republican leaders in Congress—35%
7. Pharmaceutical companies—30%
8. Health insurance companies—26%

 **Source:** <http://www.gallup.com/poll/126338/Obama-Retains-Trust-Congress-Healthcare.aspx>

Therefore, as medical professionals, please realize that we face the same managed care issues as you. Moreover, although the multidegreed experts of this textbook may have a particular business expertise, we should never lose sight of the fact that, *above all else*, medical care should be delivered in a personal and humane manner, with patient interest, rather than self-interest, as our guiding standard.

Good medicine, Good business, Good day!

Fraternally,
David E. Marcinko
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