



Irrationality in Health Care: What Behavioral Economics Reveals About What We Do and Why (Stanford Economics and Finance)

Douglas Hough

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The health care industry in the U.S. is peculiar. We spend close to 18% of our GDP on health care, yet other countries get better results—and we don't know why. To date, we still lack widely accepted answers to simple questions, such as "Would requiring everyone to buy health insurance make us better off?" Drawing on behavioral economics as an alternative to the standard tools of health economics, author Douglas E. Hough seeks to more clearly diagnose the ills of health care today.

A behavioral perspective makes sense of key contradictions—from the seemingly irrational choices that we sometimes make as patients, to the incongruous behavior of physicians, to the morass of the long-lived debate surrounding reform. With the new health care law in effect, it is more important than ever that consumers, health care industry leaders, and the policymakers who are governing change reckon with the power and sources of our behavior when it comes to health.

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Why? Because this Irrationality in Health Care: What Behavioral Economics Reveals About What We Do and Why (Stanford Economics and Finance) is an unordinary book that the inside of the publication waiting for you to snap the idea but latter it will shock you with the secret that inside. Reading this book adjacent to it was fantastic author who all write the book in such awesome way makes the content inside easier to understand, entertaining method but still convey the meaning fully. So , it is good for you for not hesitating having this any longer or you going to regret it. This unique book will give you a lot of advantages than the other book include such as help improving your talent and your critical thinking method. So , still want to hold up having that book? If I have been you I will go to the guide store hurriedly.

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