

- Strategy + Business Magazine

Joe Flower

Author of Healthcare Beyond Reform: Doing It Right For Half The Cost.

"It amazes me that people still know so little about the real, radical answers developing in health care right now — and what they can do about them."

Healthcare futurist **Joe Flower** goes public with the biggest secret in health care: The real solution is already showing up — if you know where to look.

Flower shows:

- How to make the federal deficit disappear.
- Why half of all health-care costs are spent on 5 percent of the people.
- Why cost-cutting doesn't cut costs.
- How we can solve our health-care crisis without rationing.
- Nine things doctors could stop doing today that we'd never miss that would save enough to cover all uninsured Americans.

Web site: <u>www.ImagineWhatIf.com</u>

For 30 years, Flower has been a healthcare speaker and consultant to organizations including the CDC, DOD, WHO, GE Healthcare, Kaiser Permanente, numerous hospitals, associations, health plans, employers, among others. On faculty of AHA. AVAILABILITY: CA, nationwide, internationally, in person, by phone, or virtual. CONTACT: Joe Flower, (707) 324-3194 (CA); joe@imaginewhatif.com