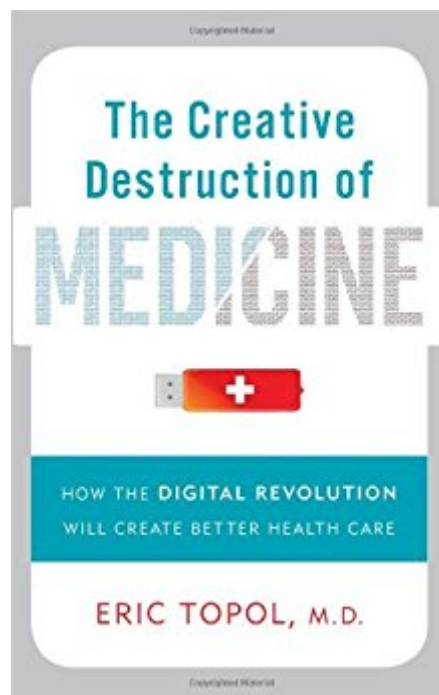




The book was found

The Creative Destruction Of Medicine: How The Digital Revolution Will Create Better Health Care



Synopsis

What if your cell phone could detect cancer cells circulating in your blood or warn you of an imminent heart attack? Mobile wireless digital devices, including smartphones and tablets with seemingly limitless functionality, have brought about radical changes in our lives, providing hyper-connectivity to social networks and cloud computing. But the digital world has hardly pierced the medical cocoon. Until now. Beyond reading email and surfing the Web, we will soon be checking our vital signs on our phone. We can already continuously monitor our heart rhythm, blood glucose levels, and brain waves while we sleep. Miniature ultrasound imaging devices are replacing the icon of medicine—the stethoscope. DNA sequencing, Facebook, and the Watson supercomputer have already saved lives. For the first time we can capture all the relevant data from each individual to enable precision therapy, prevent major side effects of medications, and ultimately to prevent many diseases from ever occurring. And yet many of these digital medical innovations lie unused because of the medical community's profound resistance to change. In *The Creative Destruction of Medicine*, Eric Topol—one of the nation's top physicians and a leading voice on the digital revolution in medicine—argues that radical innovation and a true democratization of medical care are within reach, but only if we consumers demand it. We can force medicine to undergo its biggest shakeup in history. This book shows us the stakes—and how to win them.

Book Information

Hardcover: 320 pages

Publisher: Basic Books; 1 edition (January 31, 2012)

Language: English

ISBN-10: 0465025501

ISBN-13: 978-0465025503

Product Dimensions: 6.1 x 1.1 x 9.2 inches

Shipping Weight: 1.2 pounds

Average Customer Review: 4.3 out of 5 stars See all reviews (197 customer reviews)

Best Sellers Rank: #316,580 in Books (See Top 100 in Books) #34 in Books > Textbooks >

Medicine & Health Sciences > Medicine > Biotechnology #35 in Books > Medical Books >

Medical Informatics #70 in Books > Engineering & Transportation > Engineering >

Bioengineering > Biomedical Engineering

Customer Reviews

For a book that has pages of endorsements from key authors and influential physicians, this book fails to meet the expectations - particularly in defining remarkably new disruptive ideas. Despite an excellent set-up and problem definition, this book ends up reading like a well-organized collection of articles from magazines such as *Wired*. The premise of Topol is a compelling one - the developments and the relative maturity of mobile devices, PCs, Internet, genome sequencing and social media, provides a potential inflection point in the field of medicine. In the initial chapters that borrows heavily from themes established by Clay Shirky (for example, *Cognitive Surplus: How Technology Makes Consumers into Collaborators*, and those similar to ones defined in Hamlet's *BlackBerry: Building a Good Life in the Digital Age* and *The Third Screen: Marketing to Your Customers in a World Gone Mobile*, Topol abstracts 4 key trends (4 C's) that are setting up the stage for the "Ds" - destructive trends. While the ideas themselves are not new, Topol condenses the ideas from various authors to clearly characterize the innovation potential in medicine. Topol also makes some astute observations on the use of guidelines and the limitations of population-based clinical trials.

Dr. Eric Topol's book is an excellent review of what the promise of technology holds for the US Healthcare system. His background as a geneticist and a cardiologist as well as a highly regarded research scientist informs this book with the promise of the future, and it is the near future at that. Not something decades away. The advent of the empowered patient (by technology as close as their cell phone) extends the opportunity and methodology for significant reductions in the cost of health care for us all---without a reduction in quality. For instance, cell phones with a "lab on a chip" enabling individuals to substantially reduce the cost and compliance of monitoring one's blood work for glucose, cholesterol, etc. while empowering the patient to be more aware and in control. His review of genetics was a little dense, but as readers we must all bear in mind how difficult it is to condense such a complex subject into a chapter of one book providing enough information for the lay person to become excited about the possibilities in front of us without speaking totally over our heads. The promise of pharmacogenomics is here today. Enabling an oncologist to test a cancer tumor for genetic markers that indicate which of several chemotherapy drugs would be most efficacious for a particular patient. The "wrinkle" in the system is that insurance company awareness and subsequent payments are running behind the speeding train of "Star Trek" medicine. I do believe we will as a society work this out. As a health care professional, I highly recommend this book for nurses, physicians, administrators as well as interested lay people. There are so many cost pressures coming with health care reform, it is easy to get caught up in thinking that quality of care

is doomed to decline.

[Download to continue reading...](#)

The Creative Destruction of Medicine: How the Digital Revolution Will Create Better Health Care
The Graphic Designer's Digital Toolkit: A Project-Based Introduction to Adobe Photoshop Creative Cloud, Illustrator Creative Cloud & InDesign Creative Cloud (Stay Current with Adobe Creative Cloud)
Sleep Smarter: The Ultimate Guide To Sleep Better, Feel Better By Having Healthy Sleeping Habits (sleep smarter, sleep better, healthy sleep habits, sleep ... healthy sleep, sleep apnea, feel better)
Aha Guide to the Health Care Field 2009 Edition: United States Hospitals, Health Care Systems, Networks, Alliances, Health Organizations, Agencies, ... Association Guide to the Health Care Field)
Measuring the Digital World: Using Digital Analytics to Drive Better Digital Experiences (FT Press Analytics)
When Faith is Tested (Creative Pastoral Care and Counseling) (Creative Pastoral Care & Counseling)
Public Health Nursing - Revised Reprint: Population-Centered Health Care in the Community, 8e (Public Health Nursing: Population-Centered Health Care in the Community)
Orchids Care Bundle 3 in 1, THE NEW EDITION: Orchids + Orchids Care For Hobbyists + Phalaenopsis Orchids Care (Orchids Care, House Plants Care, Gardening Techniques Book 4)
Cats: Cat Care: Kitten Care: How To Take Care Of And Train Your Cat Or Kitten (Complete Guide To Cat Care & Kitten Care With Pro Training Grooming & Nutrition Tips)
The Global Sexual Revolution: Destruction of Freedom in the Name of Freedom
Transplanting Care: Shifting Commitments in Health and Care in the United States (Critical Issues in Health and Medicine)
Phantom Billing, Fake Prescriptions, and the High Cost of Medicine: Health Care Fraud and What to Do about It (The Culture and Politics of Health Care Work)
Imagine Yourself Well: Better Health Through Self-hypnosis (Better Health Through Hypnosis)
The South Beach Diet Supercharged Faster Weight Loss and Better Health for Life [2008 Hardcover] Arthur Agatston MD (Author) Joseph Signorile PhD (Author)
The South Beach Diet Supercharged Faster Weight Loss and Better Health for Life [2008 Hardcover]
Essential Oils for Dogs: 100 Easy and Safe Essential Oil Recipes to Solve your Dog's Health Problems (Alternative animal medicine, Small mammal Medicine, Aromatherapy, Holistic medicine)
Primary Care Medicine: Office Evaluation and Management of the Adult Patient (Primary Care Medicine (Goroll))
Bath Bombs: Fizzy World Of Bath Bombs - THE NEW EDITION! Amazing Recipes To Create Beautiful And Creative Bath Bombs (Organic Body Care Recipes, Homemade Beauty Products Book 2)
Fotografia Submarina / Underwater Photography: Tecnicas Fotograficas / Digital and Traditional Techniques (Ocio Digital / Leisure Digital) (Spanish Edition)
Herbal Remedies: The Ultimate Guide to Herbal Healing, Magic, Medicine, Antivirals, Antibiotics, : herbs, Alternative Medicine, Magic, Medicine, Antivirals, ... Oils, Depression

Cure, Natural Remedies,) Survival Medicine Handbook: Essential Things Every Medicine Kit Needs And First-aid In Case Of Emergency: (Survival Books, Survival Guide, Survivalist, ... (Survival Skills Book, Emergency Medicine)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)