

George C. Halvorson

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About the Book

HEALTH CARE REFORM NOW!: A Prescription for Change

by George C. Halvorson

Published by John Wiley & Sons, Inc.

(ISBN 0-7879-9752-8, 394 pages, hard cover, \$27.95)

HEALTH CARE REFORM NOW! is written by one of the leading figures in health care today, and offers a simultaneously enthusiastic and rational way to solve this country's health care crisis. George Halvorson, who has led two of the most successful nonprofit health plans in the country (Health Partners in Minnesota and currently, Kaiser Foundation Health Plan and Hospitals, headquartered in California), expounds on a model that solves the unsolvable -- by simplifying and streamlining our health care system in a way that works for patients, doctors, nurses, payers, and those who legislate health care policy.

Currently, 1% of people incur 35% of health care costs. Health care needs to focus on improving the care of those people in very logical and doable ways. Any effort to reform health care that does not understand the overwhelmingly powerful implication of that cost distribution reality is doomed to fail.

Halvorson's model outlines the ethical and logistical reasons for health care reform, and explains and defends a benefit package and funding services. And finally, he explains why quick action is essential and how using the right tools -- the focus on real costs and the use of real data and systems -- can make universal coverage affordable, efficient, and administrable.

ENDORSEMENTS:

"Halvorson's comprehensive approach, rooted in a practical understanding of the complexities of American healthcare...shows us how to stimulate high performance in the healthcare delivery system, and guides us on how to get all Americans covered."

-- Ian Morrison PhD, Healthcare Futurist and Author of *Healthcare in the New Millenium: Vision, Values, and Leadership*
"Halvorson convincingly argues that the U.S. finally has what it needs to make universal coverage a reality and lays out a plan to get us there. It should be required reading on Capitol Hill."

-- Congressman Pete Stark (D-CA), Chairman of the Ways and Means Health Subcommittee
"[Halvorson's] creative and original ideas for organizing 'infrastructure vendors' and financing universal health insurance in the U.S. are a must-read for anyone who is seriously interested in health system reform."

-- Alain Enthoven, Marriner S. Eccles Professor of Public and Private Management (Emeritus), Graduate School of Business at Stanford University
"Halvorson not only offers a comprehensive vision, with creative approaches to improved quality of care and covering

the uninsured, he proposes a new model of purchasing that moves away from the current flawed system."

-- Helen Darling, President, National Business Group on Health

"This book is powerful and compelling. It's just the right book for this time."

-- Jeffrey C. McGuinness, President, HR Policy Association

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About the Author

George C. Halvorson was named Chairman and Chief Executive Officer of Kaiser Foundation Health Plan, Inc. and Kaiser Foundation Hospitals, headquartered in Oakland, California, in March 2002. Kaiser Permanente is the nation's largest integrated health plan, serving more than 8.4 million members in nine states and the District of Columbia.

Halvorson has more than 30 years of health care management experience. He was formerly President and CEO of HealthPartners, headquartered in Minneapolis. Prior to joining HealthPartners, he held several senior management positions with Blue Cross and Blue Shield of Minnesota. He was also president of Senior Health Plan, and president of Health Accord International, an international HMO management company.

Halvorson serves on a number of boards, including those of America's Health Insurance Plans and the Alliance of Community Health Plans. He is the current president of the Board of Directors of the International Federation of Health Plans, and a member of the Harvard Kennedy School Healthcare Delivery Policy Program, the Commonwealth Fund Commission on a High Performance Health System, and the new Institute of Medicine Task Force on Evidence Based Medicine. He also serves on the Executive Council of La Clinica, and on the Ambassadors Council to Freedom from Hunger, an international development organization working in 17 countries. He is a former board member and trustee of the National Cooperative Business Association.

Halvorson is the author of several other books on health care, including *Epidemic of Care*, *Strong Medicine*, and *Health Care Co-Ops in Uganda: Effectively Launching Micro Health Plans in African Villages*. He is currently writing another book which deals with the subject of racial prejudice around the world. He has written numerous articles on subjects ranging from health information technology to the changing marketplace.

Halvorson has interacted in a number of settings with academics, policy-makers, and health industry leaders including the HR Policy Association, the World Bank, the European Health Care Congress, the National Business Group on Health, the Microsoft Annual Health Plan Executive Forum, the National Governors Association, the World Health Care

Congress, and a number of universities and colleges. He has served as an advisor to the governments in Great Britain, Jamaica, Uganda, and Russia on issues of health policy and financing. Halvorson has been featured by numerous media outlets including NPR, The News Hour (PBS), The San Francisco Business Times, Modern Healthcare, The New York Times, Wall Street Journal, and his articles have appeared in Health Affairs.

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