



The Retail Revolution in Health Care

Myron D. Fottler, Donna M. Malvey

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There *is* something new in health care. Retail clinics, sometimes partnering with prestigious health-care institutions such as the Cleveland Clinic, offer an affordable, accessible solution for delivering primary-care services to underserved populations. *The Retail Revolution in Health Care* presents an overview of the retail health trend and its implications for consumers, employers, health care providers, health care companies, insurers, and health policy makers.

The authors examine the phenomenon of retail health care from an entrepreneurial perspective, discussing the growth of retail care beyond traditional retail establishments and possible performance indicators to assess health outcomes. They report on the differing perspectives of retail care from a variety of experts, including doctors, nurses, patients, and insurers. Finally, they address business realities in the United States and globally as they affect the clinics. Retail clinics will almost certainly play a key role as either an alternative to national health insurance or a component of health reform. This important book explores their part in furthering the availability of health care for all Americans.

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