

forthcoming from OXFORD

save
20%

Next Medicine

The Coming Revolution That Will Save American Healthcare

Walter Bortz, M.D.

Every year, the average American spends about \$7,300 on medical expenses. The typical Canadian pays \$2,700, the Briton only \$2,000. And yet, according to the World Health Organization, our healthcare system, in terms of total quality, ranks thirty-eighth in the world, right between Costa Rica and Slovenia. Not only do 40 million Americans lack health insurance, but more than 200,000 die each year because of medical mistakes. Our average life expectancy is lower than Cuba's.

In *Next Medicine*, Walter Bortz shows how the defects of American healthcare threaten the stability of our entire nation. A physician with fifty years of experience and an expert on aging, Bortz argues that the financial interests of biotech and drug companies have eroded the values of the medical profession and placed profit before human wellbeing. Heart disease, for example, is widely treated with drug interventions and invasive surgery--both of which are extravagantly profitable for pharmaceutical giants and hospitals. But daily exercise and a healthy diet can prevent heart disease altogether, and can be obtained by patients essentially for free. As such, the medical-industrial complex has a vested interest in keeping Americans sick, and until that changes medicine will fail to effectively address the leading cause of disability and mortality today: chronic diseases like diabetes that are largely preventable. Dissecting these and other symptoms of our ailing healthcare system, Bortz prescribes a potent therapy: a radical new approach to medicine that emphasizes personal responsibility and provides incentives for healthy lifestyle choices, along with a new class of medical professionals trained to promote health rather than to treat disease. Nothing less than a paradigm shift, Bortz's proposal goes far beyond the administrative tinkering proposed by politicians and special interests.

Through a lively narrative full of personal anecdotes, bold ideas, and jarring statistics, Bortz makes a powerful case for a new kind American healthcare—one that is based on rigorous science and a fearless acknowledgement of human potential.



December 2009 348pp.
978-0-19-536968-7 \$24.95 \$19.95

WALTER BORTZ II, M.D., is Clinical Associate Professor of Medicine at the Stanford School of Medicine. He is an authority on aging, a marathon runner, and the author of *We Live Too Short and Die Too Long: How to Achieve and Enjoy Your Natural 100-Year-Plus Life Span* and *Living Longer for Dummies*.

4 Easy Ways to Order

web: www.oup.com/us fax: 919.677.1303 phone: 800.451.7556
mail: Oxford University Press Order Dept. | 2001 Evans Road | Cary, NC 27513
promo code: 27815

OXFORD
UNIVERSITY PRESS