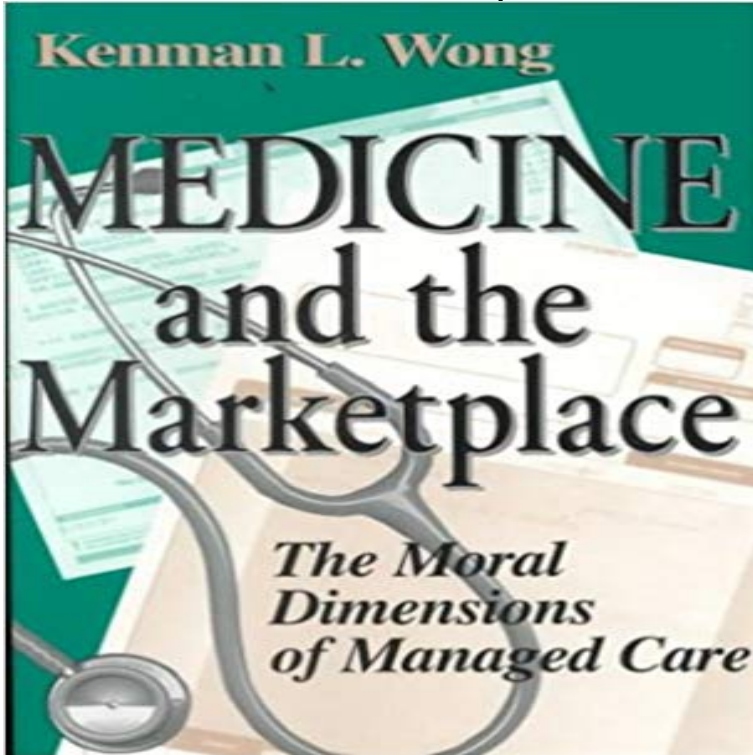


Medicine and the Marketplace: The Moral Dimensions of Managed Care



This is an engaging and important volume. Wong takes seriously medical ethics and business ethics by exploring how organizational norms can be appropriately applied to managed care. The book recognizes the extent to which managed care for better or worse marks a moral watershed in the identity of the health professions: it offers reasons why a reformulated business model may do better than a traditional medical model in candidly indicating the balance between legitimate self-interests and caring for the patient. This is a book that no one in bioethics or health care policy should fail to read. H. Tristram Engelhardt, Jr., Ph.D., M.D., Professor at Baylor College of Medicine Professor Wong has made a first-rate contribution to the discussion of the intersection of business and medicine. This work will be a standard in the increasingly complex field for some time to come. Scott B. Rae, Ph.D., Professor of Biblical Studies and Christian Ethics, Talbot School of Theology, Biola University Kenman L. Wong's timely book addresses issues raised by the new intersections of business and medicine with an ethical assessment of emerging health care arrangements. By focusing on organizational ethics, he offers an integrative framework that seeks to balance patient, societal, and corporate interests. To avoid overly simplistic solutions, Wong compares managed care, traditional fee-for-service arrangements, and other proposed health care reform options such as rationing programs and medical savings accounts, and offers an analysis of the ethical issues based upon principles of fairness.

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