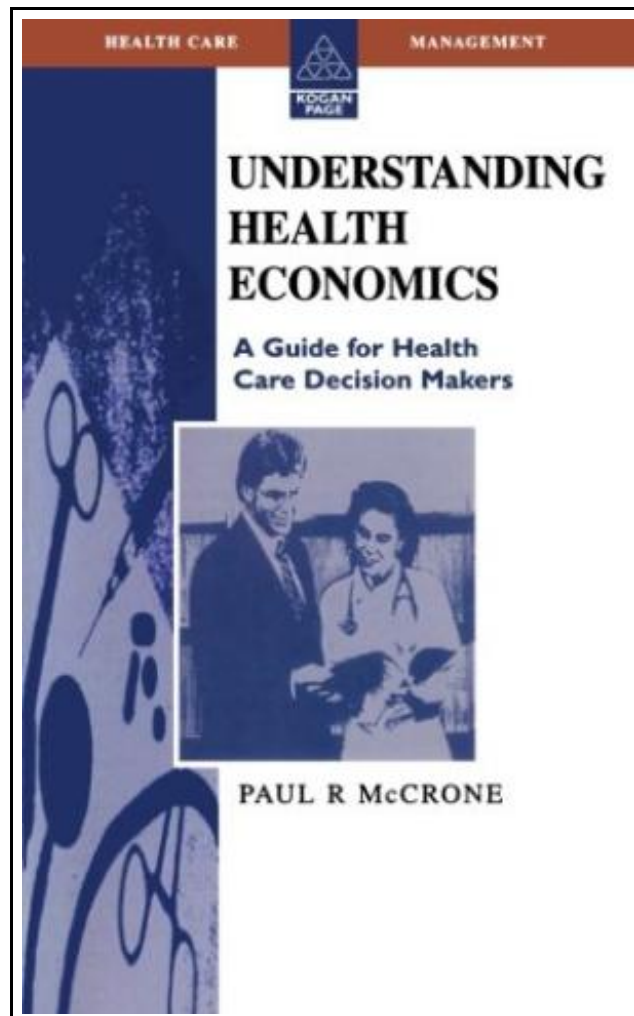


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Open University Press. Paperback. Book Condition: new. BRAND NEW PRINT ON DEMAND., Understanding Health Economics: A Guide for Health Care Decision Makers (New edition), Paul McCrone, Written specifically to help non-economists involved in managerial decision-making in the NHS, this book guides health care providers towards a better understanding of health economics. Detailing the ways health economics can aid managers in making more informed decisions, particularly in a time of budget constraints and rationing, the book also includes a number of case studies and worked examples. The author's clear interpretation of a complex topic will help health service managers understand the importance of economics in both service planning and appraisal. Among the topics covered in detail are: the cost of illness and cost measurement; outcome measurement; design of economic evaluations; Quality Adjusted Life Years; evidence-based medicine, prioritization and rationing; and assessing and using economic evaluations.



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