

How the business of doctoring is changing

Health care journalist on the decline of independent physician practices in the age of health care reform - and how some changed to thrive

According to veteran health care journalist Steve Jacob, the circumstances under which America's physicians will do their jobs will change more in the next decade than they have in the past 50 years.

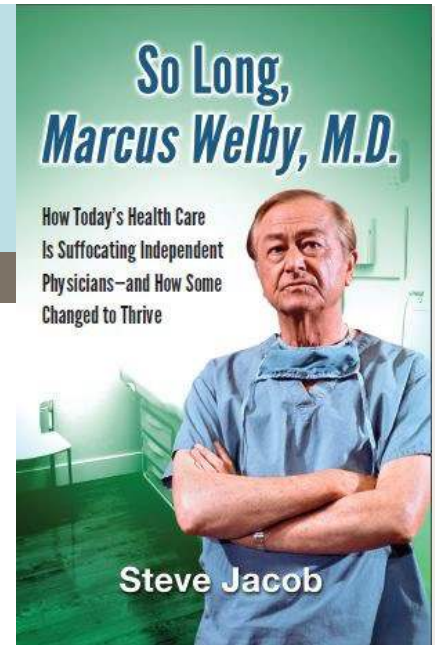
The Physicians Foundation, a Boston-based nonprofit that supports physicians and helps them navigate health care reform, has identified some of the most pressing issues facing U.S. doctors:

- the uncertainty over the Affordable Care Act,
- where the nation will find the capacity to treat millions of newly insured patients,
- the continuously expanding administrative burden,
- the industry's relentless consolidation to gain market leverage, and
- the forces nibbling away at practice autonomy.

Jacob explores these issues in-depth in his latest book *So Long Marcus Welby, MD: How Today's Health Care Is Suffocating Independent Physicians -- and How Some Changed to Thrive*. He draws on dozens of interviews and more than 500 published sources to cover these issues and describe how the landscape is changing for doctors.

Story Ideas

- As physician autonomy is under siege, morale is declining
- So Long, Marcus Welby, MD: TV doctor's spirit lives on as his business model fades
- Texas: A last bastion for independent physicians
- Medical stagnation: Survey says most physicians would not recommend a career in medicine
- Why physician suicide rate is higher than any other profession
- Why medical care is the leading cause of bankruptcy in U.S.
- How 30 million more insured Americans will impact the unchanged provider base
- How rising medical expenses are consuming a growing proportion of household budgets
- The high stakes of getting patients engaged in their health
- Why physicians aren't talking to patients about the ACA
- The factors sapping physician autonomy
- Ways physicians can remain independent: A look at a few physicians who are thriving by using new practice models



by Steve Jacob

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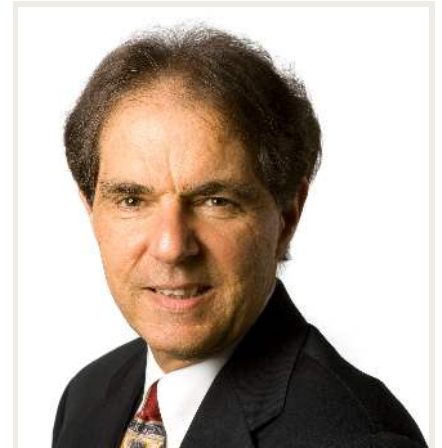
About the Author

Award-winning journalist Steve Jacob has covered health policy for newspapers, magazines, and health care organizations for several years.

He was founding editor of D Healthcare Daily, a website that covers the business of health care in Dallas-Fort Worth, and former publisher of the suburban editions of the Fort Worth Star-Telegram, where his health commentary was distributed by the McClatchy Tribune News Service.

His first book, *Health Care in 2020: Where Uncertain Reform, Bad Habits, Too Few Doctors and Skyrocketing Costs Are Taking Us* (Dorsam Publishing, 2012), was featured nationally in newspapers and on public radio for taking on the challenge of explaining what's wrong with health care and presenting solutions that rose above partisan politics.

Jacob also serves as an adjunct faculty member at the University of North Texas Health Science Center, where he teaches health policy and health services management. He holds master's degrees in journalism, business administration and health policy.



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