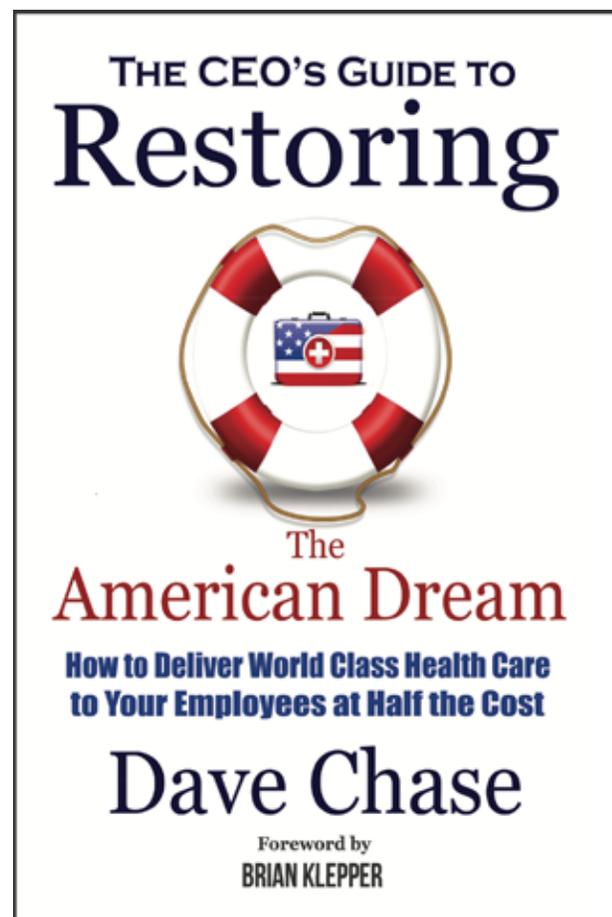


You run a health care business whether you want to or not. The *CEO's Guide* provides the path to make it thrive.

An inside look at how public and private employers and unions around the country are reducing their spending 20-40% while improving the quality of care by adopting practical, proven, non-partisan solutions.

It shows how much of what we believe about our health care system and controlling costs just isn't true.

1. The collateral damage to our people, companies, communities, and country caused by the \$1 Trillion wasted by our health care system each year.
2. The conflicts of interest, incentives, and practices that result in you paying for this waste
3. Real life examples of organizations big and small, rural and urban, public and private.
4. The proven blueprint to replicate their successes.



**Better for you. Better for your employees.
Better for our communities. Better for America.**

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**BETTER CARE QUALITY &
LOWER EMPLOYEE COSTS**

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What others are saying



What truly distinguishes Dave's effort is not the failures he identifies, but the thought-provoking and tested solutions he presents, coupled with his willingness to challenge payers, providers and consumers alike to demand a more-rewarding health care system.

Tommy Thompson – Former Wisconsin Governor & U.S. Secretary of Health & Human Services



The book is packed with wisdom you can't find elsewhere but also a nice, light style that makes it addictive. There is so much in this book that is hidden behind the many layers of obfuscation in our healthcare system. [It] has the practical prescription for moving [new care models that reduce costs and improve outcomes] forward. I'm making it required reading at Dell Med and recommending it for our many partners.

S. Claiborne "Clay" Johnston – Dean, Dell Medical School at The University of Texas at Austin.



What Dave Chase has done in this long overdue book is provide a clear and extremely compelling wake up call for CEOs and CFOs to put much needed scrutiny on how, where and why they are spending significant operating budgets on healthcare for their employees—and concrete steps for how to strip out up to 30% of low-or-zero value expenditures out of this major line item.

Zayna Khayat PhD – Adjunct Professor, Health Sector Strategy, Rotman School of Mgmt. U. of Toronto

Get the *CEO's Guide* and learn more about how the Health Rosetta blueprint can help you.

Healthrosetta.org/ceoguide