



Jane Sarasohn-Kahn, health economist, advisor and “trend weaver,” connects the dots between patients with more financial skin in the health care game and the growth of consumerism for health and wellness. In their journey from patient-to-payor-to-consumer, people demand service levels they’re getting “primed” for in other aspects of their retail lives. Jane calls out the opportunities in digital and retail health, coupled with mobile and virtual care platforms. An expanding health-data ecosystem generated through Internet of Things in the home and via wearable technologies calls for a reconsideration of data privacy and security through the healthcare lens. Ultimately, Jane calls for people to grow from health consumers into health citizens, owning their health, controlling their data, and engaging in their communities to bolster wellness in a civil society enabled by technology.

Jane has advised clients across the health/care landscape for three decades, spanning the legacy health care system to retail, CPG, technology, consumer electronics and financial services. In 2007, she founded the *Health Populi* blog, today one of the most-recognized and lauded sources of thought leadership at the intersection of health + technology + consumers.

Health care leaders praise *HealthConsuming*...

“We are all consumed by taking the role of health consumers but need to become informed and activated health citizens. The inimitable Jane Sarasohn-Kahn, a health economist, shows us the way in her new book, *HealthConsuming*.”

Dr. Eric Topol, Executive VP, Scripps Research, Director & Founder, SRTI, Author, *Deep Medicine* and *The Patient Will See You Now*

“There is no more passionate and informed advocate for the shifting dynamics in consumer health than Jane S-K. *HealthConsuming* is a master class informing all of the potential for transformation when informed consumers, culture, technology and data come together.”

Stacy Burr, Chief of Wear OS and Google Fit

“*HealthConsuming* looks far beyond the traditional pillars of healthcare and investigates how nearly all aspects of life can influence your own health and the health of our nation. Impeccably researched, incredibly informative and very insightful. A must read!”

Greg Orr, VP, Digital Health, Walgreens Boots Alliance

“I can think of no one more qualified to write about the impact of consumerization on health. Jane Sarasohn-Kahn does it in a way that is comprehensive, understandable and hopeful.”

Dr. Joseph Kvedar, VP of Connected Health, Partners Healthcare, President-Elect, American Telemedicine Association, Author of *The Internet of Healthy Things*

