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University of California Press. Hardback. Book Condition: new. BRAND NEW, Purchasing Medical Innovation: The Right Technology, for the Right Patient, at the Right Price, James C. Robinson, Innovation in medical technology generates a remarkable supply of new drugs, devices, and diagnostics that improve health, reduce risks, and extend life. But these technologies are too often used on the wrong patient, in the wrong setting, or at an unaffordable price. The only way to moderate the growth in health care costs...

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