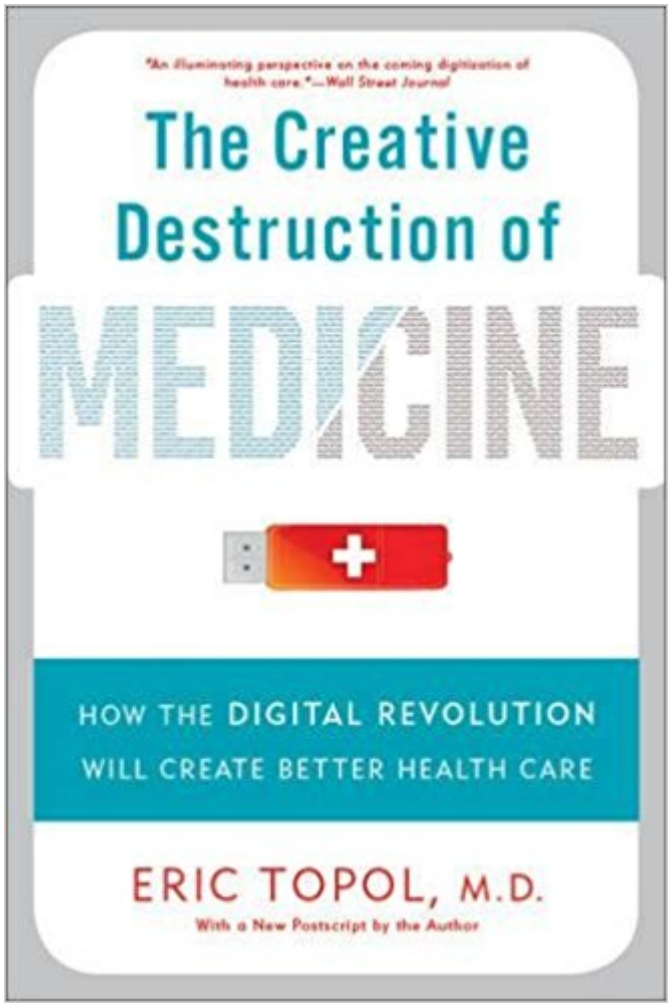
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The Creative Destruction Of Medicine: How The Digital Revolution Will Create Better Health Care



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Synopsis

Now with a new postscript covering the unfolding health care revolutionMobile technology has transformed our lives, and personal genomics is revolutionizing biology. But despite the availability of technologies that can provide wireless, personalized health care at lower cost, the medical community has resisted change. In The Creative Destruction of Medicine, Eric Topol—one of the nation's top physicians—calls for consumer activism to demand innovation and the democratization of medical care. The Creative Destruction of Medicine is the definitive account of the coming disruption of medicine, written by the field's leading voice.

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Customer Reviews

Atul Gawande, M.D.,author of The Checklist Manifesto“Dr. Eric Topol is an extraordinary doctor. He's started a leading medical school, identified the first genes to underlie development of heart disease, led major medical centers, and been a pioneer of wireless medicine. But he is also a remarkable communicator—one of the few top-flight scientists in medicine to be able to genuinely connect with the public. He was, for example, the first physician researcher to question the safety of Vioxx—and unlike most who raise safety questions, actually succeed in bringing the concerns to public attention. I have known and admired Dr. Topol for a long time. I recommend him highly.Ã¢â ¬Â•A. J. Jacobs, author of My Life as an Experiment and The Year of Living Biblically“It may sound like hyperbole, but it's true: Medicine is undergoing its biggest revolution since the invention of the germ theory. AsÃ Â Eric Topol writes, thirty years ago,

‘digital medicine' referred to rectal examinations. Dr. Topol is both a leader of and perfect guide to this brave new health world. His book should be prescribed for doctors and patients alike.Ã¢â ¬Â•Siddhartha Mukherjee, author of The Emperor of All Maladies: A Biography of Cancer“What happens when you combine cellular phone technology with the cellular aberrations in disease?Ã Â Or create a bridge between the digital revolution with the medical revolution?Ã Â How will minute biological sensors alter the way we treat lethal illnesses, such as heart attacks or cancer? This marvelous book by Eric Topol, a leading cardiologist, gene hunter and medical thinker, answers not just these questions, but many many more. Topol's analysis draws us to the very frontlines of medicine, and leaves us with a view of a landscape that is both foreign and daunting. He manages to recount this story in simple, lucid language—resulting in an enthralling and important book.Ã¢â ¬Â•Steve Case, co-founder, AOL, and founder of Revolution LLC“Health care is poised to be revolutionized by two forces—technology and consumerism—and Dr. Eric Topol explains why. One-size-fits-all medicine will soon be overtaken by highly personalized, customized solutions that are enabled by breakthroughs in genomics and mobile devices and propelled by empowered consumers looking to live longer, healthier lives. Fasten your seat belts and get ready for the ride—and learn what steps you can take to begin to take control of your health.Ã¢â ¬Â•James Fowler, Professor of Medical Genetics and Political Science, UC San Diego, and author of Connected“Eric Topol is uniquely positioned to write such a timely and important book.Ã Â He leads two institutions—one in genomics and one in wireless health—that will each play a huge role in transforming medicine in the twenty-first century. From this vantage point, he can see unifying themes that will underlie the coming revolution in population and personal health, and he communicates his vision with vibrant energy. Everyone will want to read this book.Ã¢â ¬Â•Omar Ishrak, Chairman and CEO of Medtronic“Eric Topol provides an excellent and pragmatic view of the U.S. healthcare system from a patient's perspective. He then offers, through numerous examples, an exciting vision for the future ... when technology can be used to dramatically improve the quality of care and reduce cost at the same time. The Creative Destruction of Medicine is a highly informative and enjoyable book, which truly triggers the reader's imagination as to what is possibleÃ¢â ¬Â•Ã Â Reed Tuckson, M.D., Executive Vice President and Chief of Medical Affairs, UnitedHealth Group“Eric Topol has written an extraordinarily important book at just the right moment. Drawing upon a unique and impressive array of convergent expertise in medical research, clinical medicine, consumer and health technological advancements, and health policy, Dr. Topol opens the door for an essential discussion of old challenges viewed through an innovative lens. In the context

of increasingly unaffordable health care costs, suboptimal quality of care delivery, a tsunami of preventable chronic illness, and new accountabilities for consumer'sÃ Â health choices and behaviors, this book helps Ã Â all of us to think about solutions in new and exciting ways!Ã¢â ¬Â•George Church, Professor of Genetics, Harvard Medical School“What happens when the super-convergence of smart phones further combines with million-fold lower-cost genomics and diverse wearable sensors? The riveting answer leads compellingly to a call to activism—not only for medical care providers, but all patients and everyone looking for the next ‘disruptive' economic revolution.Ã Â This future is closer than most of us would have imagined before seeing it laid out so clearly.Ã Â A must-read.Ã¢â ¬Â•J. Craig Venter, Chairman and President, J. Craig Venter Institute“Our sequencing of the human genome eleven years ago was the beginning of the individualized medicine revolution, a revolution that cannot happen without digitized personal phenotype information. Eric Topol provides a path forward using your digitized genome, remote sensing devices and social networking to place the educated at the center of medicine.Ã¢â ¬Â•Clayton M. Christensen, Robert and Jane Cizik Professor of Business Administration, Harvard Business School, and author of The Innovator's Dilemma“Eric Topol gives us an eye-opening look at what's possible in healthcare if people can mobilize to charge the status quo. The Creative Destruction of Medicine is simply remarkable.Ã¢â ¬Â•Mehmet Oz, M.D., Professor and Vice-Chair of Surgery, NY Presbyterian/Columbia University“Eric Topol outlines the creative destruction of medicine that must be led by informed consumers. Smart patients will push the many stakeholders in health to accelerate change as medicine adapts to a new world of information and technology.Ã¢â ¬Â•Jeffrey Immelt, Chairman and CEO of General Electric“Eric Topol has been a longtime innovator in healthcare. In The Creative Destruction of Medicine, he citesthe big waves of innovation that will save healthcare for the future.Ã Â Real healthcare reform has not yet begun, but it will. The Creative Destruction of Medicine lays out the path.Ã¢â ¬Â•Brook Byers, Partner, Kleiner Perkins Caufield & Byers“This is the one book to read for a complete and clear view of our medical future, as enabled by the convergence ofÃ Â digital, mobile, genomic, and life science breakthroughs. Dr. Topol explains how iPhones, cloud computing, gene sequencing, wireless sensors, modernized clinical trials, internet connectivity, advanced diagnostics, targeted therapies and other science will enable the individualization of medicine—and force overdue radical change in how medicine is delivered, regulated, and reimbursed. This book should be read by patients, doctors, scientists, entrepreneurs, insurers, regulators, digital engineers—anyone who wants better health, lower costs, and participation in this revolution.Ã¢â ¬Â•Misha Angrist, Assistant Professor, Duke Institute for

Genome Sciences & Policy, and author of Here is a Human Being“Eric Topol is that rare physician willing to challenge the orthodoxies of his guild. He recognizes that in the U.S., health care business-as-usual is unsustainable. But he does not despair. He bears witness to the rise of Homo digitus and the promise it holds to upend the inefficiencies and dysfunction so entrenched in clinical medicine. The Creative Destruction of Medicine is a timely tour de force. It is a necessary heresy.Ã¢â ¬Â•

Eric J. Topol, M.D., is the director of the Scripps Translational Science Institute and co-founder and vice-chairman of the West Wireless Health Institute in La Jolla, California. He is a practicing cardiologist at the Scripps Clinic and a professor of genomics at The Scripps Research Institute. One of the top 10 most cited researchers in medicine, Topol was elected to the Institute of Medicine of the National Academy of Sciences and has led many of the trials that have shaped contemporary treatment for heart disease.

I am currently half-way through the book.This book reminds me of "Being Digital" by Nicholas Negroponte, updated and applied to medicine. I am an electrical engineer who worked in high tech (and the figures feel as if they came from a strategy/marketing presentation in that field). Reading on a Kindle, with the dictionary function, takes care of any esoteric medical terminology.Who could read it: engineers, medical professionals and statisticians.Who should read it: Everyone - especially if, like me, you have a chronic medical condition.It will be interesting to see how this plays-out.

Wow Dr. Topol became a role model for me after I read this book.It just sucks that the average person interested in health isn’t going to be able to read this book, nor are ideas like this the impetus for social change, because unfortunately complicated ideas from smart people aren’t understood by most and thus don’t go anywhere without social media efforts and popularity. However Dr. Topol wants a change, and I agreed with some of his ideas. Most intriguing to me was the part about pharmacogenomics and the future of personalization in medicine. Large population based studies attempt to homogenize its sample but never do, because the genes of those individual people weren’t measured and people will respond differently. Being able to group people by certain haplotypes and genes is revealing greater answers in medicine, faster. It’s dense and has a LOT of information, a LOT of references, which I like. Highly recommended for medical students.

Given all the havoc that has beset the medical market it is no surprise that Topol has called this a

"Creative Destruction of Medicine". The medical system in place from (say) the mid-20th century forward, will not be able to handle the continual flow of retiring baby boomers, let alone senior citizens with ever increasing life expectancies. Like so many promises made over the past years, in its present form medicine will not be able to afford to honor the Medicare entitlement. So the current system must be replaced it with something else that will work.The only good news is that the cost of medicine can be greatly reduced through the aggressive introduction of advanced cutting-edge technology. Topol provides examples of where the injection of a little technology can substantively improve medicine, and at the same time do so at reduced costs. We might be seeing what others in the past have called "inflection points", where radical improvements and changes lead to measurably better patient outcomes.Changes on the cusp, are by no means painless. In the future you personally will be unlikely to get nearly as much one-on-one time with your doctor. Instead you will be seen by other medical professionals like physician assistants, nurse practitioners, and technologists of all stripes . In writing this, I remember the days when my dentist actually cleaned my teeth (!). Now a hygienist tends to that, with the dentist stopping by to take a quick look and shake hands.It would seem the dentists got to the answer faster than medical doctors were able to:Delegate anything and everything you can to less expensive staff so you can see more patients and reap the rewards of an expanded practice.

This book merits five stars for content. I'd have shaved one away, because this was NOT an easy book to read. The topic, however, is so important that we'll leave a full array. In any event, if your life intersects with medicine in a major way, read it.Dr. Topol is an eminent cardiologist, geneticist, and medical researcher. Here, he argues that the practice of medicine is on the brink of massive structural change. The title attributes this to the digital revolution, but the book is at least as much about the impact of the science of genetics. The combination of these two will produce a medical approach far more closely targetted to the individual, far more precise, and -- ulimately -- far cheaper.A great deal of what Dr. Topol says is very informative and very convincing. Some of it is so "gee whiz" as to be offputting, and some of it sounds like science fiction. Much of what sounds like science fiction, however, is already in development. And some of it is already moving into current practice -- by patients as well as by doctors.This is very important reading for those who have heavy contact with the healthcare system. One of Dr. Topol's key points is that as information becomes much more readily available, patients will have to take on more responsibility for their own care -- no one doctor can make all the right decisions in every area, and no one knows a patient like the patient him or herself. There is a lot in this book that's essential knowledge for those with

serious conditions (or those who are helping those with serious conditions). The rather horrifying chapter on medical errors stands out, but there is much, much more.My only problem with the book is that I found it a tough read. That's not so much because it was over-technical. The one instance in which that may be true is the section on the role of genomics in medicine, but that is a hard thing to explain, and not part of the general medical knowledge base -- Dr. Topol notes that at the last report, only 2 out of 150 U.S. medical schools had "more than a brief, cursory curriculum" devoted to genomics beyond simple Mendelian traits. My problem was with the overall approach, which is to throw lots and lots and LOTS of information at the reader, without enough explanation or linking together.Stylistic issues, however, should not deter readers: there's so much very important stuff in this book that it's worth a bit of a slog. Moreover, the readability problem may be with this (elderly) reviewer. Two generally favorable reviews didn't seem to find it a problem. See the Wall Street Journal review at [...]at [...]Anyway, read it.

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