



Zero Trends: Health as a Serious Economic Strategy

Dee W. Edington PhD

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A must-read for the C-suite!

Today's fragile economic climate requires new solutions to the problem of high healthcare costs. Organizations simply cannot afford runaway medical expenses, unproductive workplaces, and sick workers. In this landmark book, Dee W. Edington, PhD, former Director of the University of Michigan Health Management Research Center, draws from his 30 years of research and experience to explain how organizations can control health management and disability expenditures while keeping their workforces healthy and productive.

Dr. Edington's message is straightforward, yet profound. His three key strategies, "Don't Get Worse", "Keep Healthy Employees Healthy", and "Create a Culture of Health", can help reduce the healthcare and productivity-related costs that are bankrupting American businesses.

Zero Trends: Health as a Serious Economic Strategy provides the guidance and the inspiration organizations need in their search for lower medical expenditures and higher-performing workplaces.

This book is also available in volume orders direct from the University of Michigan, Health Management Research Center website: www.hmrc.umich.edu.

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