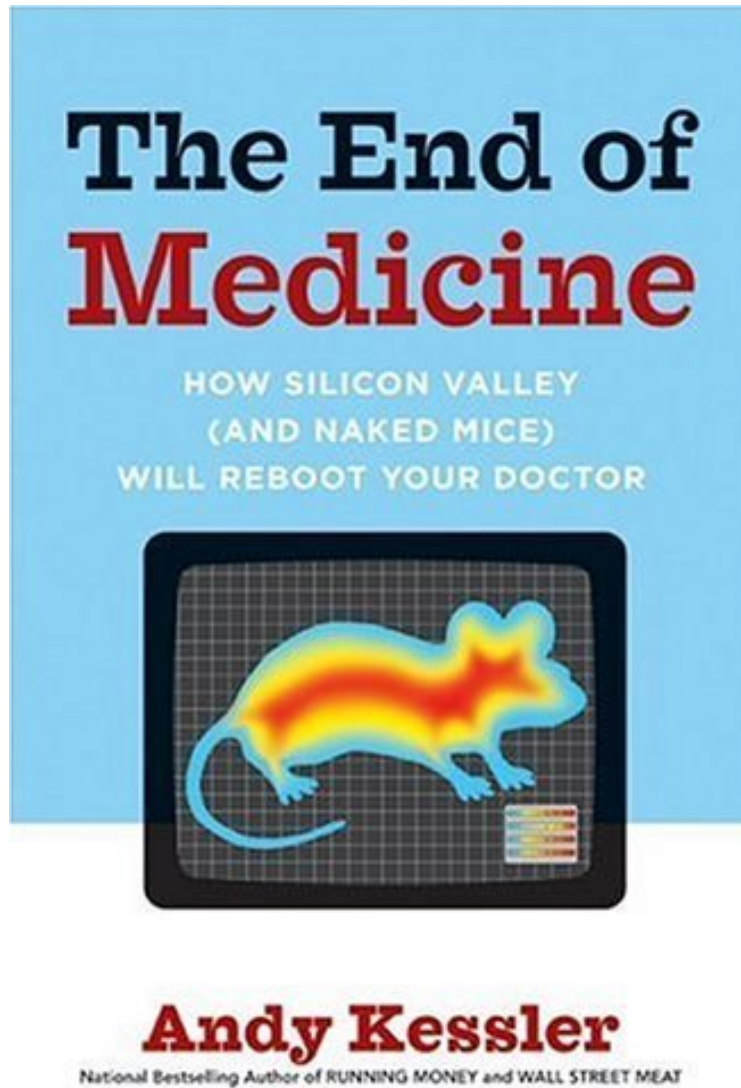


The End of Medicine: How Silicon Valley (and Naked Mice) Will Reboot Your Doctor

Andy Kessler

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Andy Kessler : The End of Medicine: How Silicon Valley (and Naked Mice) Will Reboot Your Doctor before purchasing it in order to gage whether or not it would be worth my time, and all praised The End of Medicine: How Silicon Valley (and Naked Mice) Will Reboot Your Doctor:

0 of 0 people found the following review helpful. A medical satireBy SalzinI really enjoyed reading this book. It reminds me of an American humorist, Art Buchwald. I do not understand some reviewers treat this book as a serious

one. I think the author believes that the future of medicine as well as the end of medicine dwell in the preventive medicine. Through the early detection of diseases, especially with blood samples, the cost of medicine could be reduced and humanity could be saved from the menace of the cancers. His main argument was the early detection of ovarian cancer. However, you can see there has been none of the early detection of ovarian cancer since publication of the book. To make matters worse, there are a couple of problems with the early detection of the diseases, overdiagnosis and overtreatment. Medicine is a never-ending story!

3 of 3 people found the following review helpful. A book packed with insights, and he's most likely right

By Andrew Kent I've worked in health information for more than 20 years, and Kessler's book is the first I've read in eons that has my insides doing cartwheels. He rolled up his sleeves, dug in, talked with people, and thought about what it all means in an era of silicon, miniaturization, and self-service. Add it all up, and you see how quaint the local clinic might become, ala the HR Block office of the 1980s. Who needs that when we have TurboTax? Just instantiate into software what doctors know (oh, but do they know enough to make respectable software?), give the knowledge engine the right inputs early enough in the disease process (so, move money from treatment to detection), and it all changes. It will change. As Kessler observes, the expense of medicine is mostly generated by having high-paid people doing work in a non-integrated industry. It's craftwork in separate villages that occasionally exchange notes and ambassadors. Very 15th-century. However, the one area he misses is insurance. It will be very interesting to see how the insurance industry, which may add the majority of the expense in healthcare, will respond. In fact, that industry may be the rate-limiting step. I wish Kessler had taken that problem head-on at some point. But maybe the answer is that when detection leads to a healthcare system that actually produces revenue instead of carrying expense, insurance is blown away and becomes investors. Instead of titrating expenditure through layers of expensive, people-laden bureaucracy, the money game becomes managing investment and distributing returns. Kessler has done us all a huge favor with this book.

0 of 0 people found the following review helpful. A good read

By Dutch Touch 1 This book is a wonderful story through medical technology developments from an investor's eyes. Andy Kessler's great book includes work that turns out to be a bit outdated. Nanotech will not do some of the things Dr. Kessler has hoped for. Lieber's work at Harvard on nanosensors will be debunked. Otherwise, it was a wonderful read that takes the reader on a journey to identify "the next big thing" in medicine from the perspective of a silicon valley businessman's perspective. Can Moore's law really be applied to medicine? Read it if you have interest in any two of these three: medicine, technology, or business.

You get sick; you go to your doctor. Too bad. Because medicine isn't an industry, it's practically witchcraft. Despite the growth of big pharma, HMOs, and hospital chains, medicine remains the isolated work of individual doctors—and the system is going broke fast. So why is Andy Kessler—the man who told you outrageous stories of Wall Street analysts gone bad in *Wall Street Meat* and tales from inside a hedge fund in *Running Money*—poking around medicine for the next big wave of technology? It's because he smells change coming. Heart attacks, strokes, and cancer are a huge chunk of medical spending, yet there's surprisingly little effort to detect disease before it's life threatening. How lame is that—especially since the technology exists today to create computer-generated maps of your heart and colon? Because it's too expensive—for now. But Silicon Valley has turned computing, telecom, finance, music, and media upside down by taking expensive new technologies and making them ridiculously cheap. So why not the \$1.8 trillion health care business, where the easiest way to save money is to stop folks from getting sick in the first place? Join Kessler's bizarre search for the next big breakthrough as he tries to keep from passing out while following cardiologists around, cracks jokes while reading mammograms, and watches twitching mice get injected with radioactive probes. Looking for a breakthrough, Kessler even selflessly pokes, scans, and prods himself. CT scans of your heart will identify problems before you have a heart attack or stroke; a nanochip will search your blood for cancer cells—five years before they grow uncontrollably and kill you; and baby boomers can breathe a little easier because it's all starting to happen now. Your doctor can't be certain what's going on inside your body, but technology will. Embedding the knowledge of doctors in silicon will bring a breakout technology to health care, and we will soon see an end of medicine as we know it.