Mature Market: A Strategic Marketing Guide to America's Fastest Growing Population Segment

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The Mature Market A Strategic Marketing Guide To Americas Fastest Growing Population Segment

Annelies Wilder-Smith

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Improving the Medicare Market Institute of Medicine.Committee on **The Mature Market** Robert S. Menchin, 1989 Choice and Managed Care: Assuring Public Accountability and Information for Informed Purchasing by and on Behalf of Medicare Beneficiaries, 1996-11-01 Medicare beneficiaries are rapidly moving into managed care as attempts to restrain the growth of this costly entitlement program progress However advocates for patients question whether the necessary information and structures are in place to enable Medicare consumers to select wisely among private sector managed care options Improving the Medicare Market examines how to give Medicare beneficiaries the same choice of health plan options enjoyed in the private sector yet protect them as consumers and patients This book recommends approaches to ensuring accountability and informed purchasing for Medicare beneficiaries in an environment of broader choice and managed care how the government should evaluate and approve plans what role the traditional Medicare program should play how to help to elderly understand their options and many other practical matters. The committee discusses the information requirements of Medicare beneficiaries and explores in detail how best to respond to their special needs And it examines the procedures that should be developed to provide the necessary protections for the elderly in a managed care system **Institute's Resource Guide** Food Institute Information & Research Center, 1996 New Work Opportunities for Older Americans Robert S. Menchin, 1993 New Work Opportunities for Older Americans speaks to men and women 55 and over It says that the most fulfilling work of your life lies ahead The book reviews the many new and emerging work opportunities for older Americans like job sharing bridge employment corporate job banks phased employment seasonal work temp jobs part time free lance work and consulting The book includes job search tips how to fight back against agediscrimination how Social Security affects post retirement income the pro s and con s of working and advise for housewives returning to work

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