



Managing eHealth: From Vision to Reality (IESE Business Collection)

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This book constitutes an excellent source of information for gaining a better understanding of information technologies in healthcare; for reviewing how healthcare will change as a consequence; and how to manage these changes in order to realise eHealth's full potential in creating value for patients, professionals and the system as a whole.

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Editorial Review

About the Author

Magdalene Rosenmöller is Professor of IESE's Operations Management Department, University of Navarra, Spain. German by nationality, she holds a MD (University Louis Pasteur, France), a PhD in Health Policy (University of London, UK) and an MBA from IESE Business School. Her main areas of expertise are health management, managing information technology and innovation in health care, European health and research policies, and global health issues.

Diane Whitehouse is a founding partner of The Castlegate Consultancy, which specialises in research, policy and deployment in eHealth. She previously worked in the European Commission's DG Connect in these same areas of expertise. Her career has spanned action research, academic research/teaching, civic and human rights, policy formation, and publishing. Her academic background covered information systems, organizational theory and behaviour, and political science.

Petra Wilson is the Chief Executive Officer of the International Diabetes Federation. She has a PhD in Public Health Law from Oxford University, UK, and over 20 years' experience in the eHealth sector as senior director in Cisco's Connected Health team, and previously as European Director of the European Health Management Association. She has also worked for the European Commission in its eHealth Directorate. Originally trained in law, Petra spent several years as a lecturer at Nottingham University, UK, specialising in healthcare law.

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