



Curable

How an Unlikely Group of Radical Innovators
Is Trying to Transform our Health Care System

Travis Christofferson, MS

Health & Science / Business / Health Care

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An exploration of our broken health care system and how to fix it— using smart metrics, systems thinking, off-label drugs, and a “Moneyball” approach to medicine

Even with all the money and modern innovations in science, the United States is fast becoming the sickest nation in the Western world. Our healthcare system is broken, and no one seems to know how to fix it. Certainly better is possible. But how?

In *Curable*, journalist and healthcare advocate Travis Christofferson presents a page-turning inquiry into a “moneyball approach to medicine,” that focuses on a combination of sound statistics and doctor intuition. By exploring the links between revolutionary baseball analytics, Nobel Prize-winning psychological research, and wildly successful maverick economics, *Curable* tells the story of the radical people who are showing a viable path forward. Using eye-opening research and distilling the work of innovative doctors, scientists, and thinkers, including Atul Gawande, Charles Munger, Warren Buffett, and Jeff Bezos, Christofferson reveals that a brighter future for medicine is possible. The key is knowing how to decipher the data, overcoming our entrenched cognitive biases, and supporting innovative new systems that can meet the complexity of modern medicine.

In *Curable* you’ll also learn about:

- The many roadblocks Big Pharma creates to obstruct research on new uses for old drugs
- Stories about the promising and affordable (yet woefully underutilized) treatments, procedures, and off-label medications that are revolutionizing “uncurable” diseases like cancer and C. diff
- Exciting new private and nonprofit approaches to healthcare that are trying to disrupt the system

To request a review copy or author interview, please contact: Christina Butt (802) 295-6300 ext. 127, or cbutt@chelseagreen.com

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Travis Christofferson, MS is the author of *Tripping Over the Truth*, a full-time science writer, and founder of a cancer charity. He lives in South Dakota.

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