

"An informative, must-read for anyone interested in taking corporate health care to the next level by better serving employees and saving money."

—ADAM ZAGORIN, SENIOR CORRESPONDENT, TIME MAGAZINE

# GET OFF THE DIME

The Secret of Changing  
Who Pays for Your Health Care



SREEDHAR POTARAZU, M.D., M.B.A.

**Participate in the  
National Tour by  
Leading Doctor,  
Author, and Business  
Visionary Sreedhar  
Potarazu, M.D., MBA,  
Inspired by His  
Explosive New Book  
*Get off the Dime:  
The Secret of  
Changing Who Pays  
for Your  
Health Care***

**Released December, 2008**

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## FOR IMMEDIATE RELEASE

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### **National Tour Begins to Promote Book and Discuss Key Issues Impacting the U.S. Workforce...and How the Obama Administration Can Prevent the Next Economic Catastrophe**

**First public briefing for executives, economists,  
government leaders, and the press to be held  
at 6:00 p.m. on Thursday, January 22,  
at the National Press Club in Washington, DC**

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**Adam Zagorin, Senior Correspondent, Time Magazine**

Sreedhar Potarazu, M.D., M.B.A., has worked as an industry leader in all aspects of health care. His mission in *Get off the Dime* is simple and profound: to change the purchasing and delivery of health care for the benefit of every consumer in the U.S.

His answer to the many woes that inhabit the current system is helping corporations and consumers understand how technology can improve the cost and quality of health care. As he maintains, consumers use technology to make decisions when purchasing cars, computers, clothes, and the like, so why hasn't this same approach worked for health care?

Because, Dr. Potarazu emphasizes, "There simply isn't enough transparency in the system to help health care consumers make informed decisions." Launching a software company that enabled employers and employees to leverage technology to become smarter purchasers of health care gave Dr. Potarazu a comprehensive perspective on how dollars flow through the system. As he explains, empowering the purchasers of health care will drive the same kinds of quality changes that have occurred in other industries.

Many large companies have taken note and changed the way they purchase health care based on Dr. Potarazu's recommendations. If you want to understand how to purchase health care or better understand how your health care currently is purchased, *Get off the Dime* is a must read, and participating in Dr. Potarazu's national tour is likewise recommended.

"Smart engaged consumers will eventually drive efficiency into the health care system. *Get off the Dime* offers a blueprint to accelerate this movement."

**Dr. Mehmet C. Oz, health expert for *The Oprah Winfrey Show*  
and co-author with Dr. Michael Roizen of  
*You: The Owner's Manual; You: The Smart Patient;*  
and *You: On a Diet***