Maximum Prescriptions and Drugs for Life: Growing Health through Facts and Pharmaceuticals

How can health be considered a market to be grown, and are there limits to it? This presentation examines some of the forces driving research in health, especially the turn toward risk reduction, mass prevention, and life-long chronic treatments. By looking at how the pharmaceutical industry struggles with defining health, it shows how market size comes to play a critical role in our changing understanding of public health and the continual growth of pharmaceutical consumption.

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