

Michael Falk, author of Let's All Learn How to Fish . . . to Sustain Long-Term Economic Growth

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Falk wants us to reimagine health care, retirement, and education policies so that we can usher in what he calls a new ERA (from Entitlement to Responsibility with Appreciation) of sustainable long-term economic growth.

In his book, Falk wrote that “any framework for sustainable health care policies begins with a robust, core structure. In his case, that would be 10 principles and the interaction of incentives (offers that could improve health) and personal responsibility. These principles, he believes, have the potential to increase wellness, decrease costs, and diffuse the ticking economic time bomb in health care.