



For Immediate Release

New Book *The Cure* Brings Clarity and Actionable Steps for Consumers to Today's Healthcare Crisis

On average Americans spend 10 hours researching a car, two hours researching a flat screen television, but just 15 minutes researching healthcare.

Today's healthcare climate is as complicated and confusing as it is expensive. While everyone has opinions on what to do to solve the healthcare crisis in the United States, few have outlined specifics that would actually work. In his new book [*The Cure: A Blueprint for Solving America's Healthcare Crisis*](#), health care market analyst [Seth Denson](#) brings consumers clarity regarding today's healthcare woes as well as specific actionable steps to solve the challenges and get our healthcare system back on the right track. The book is set for release on September 1, 2019, and will be available in various bookstores as well as online at Amazon and Barnes and Noble.

Focusing on the entire healthcare system and all of its various stakeholders, *The Cure* aims to provide a roadmap inclusive of both legislative and societal changes needed to improve the methods by which healthcare is accessed, delivered and financed within the United States. With detailed analysis investigating both the cause and current status of major problems within the healthcare space, *The Cure* is able to provide insight and guidance to begin solving those issues.

The Cure is written in a non-partisan manner and wastes no time with finger pointing, instead focusing on realistic goals and practical solutions to elevate and enhance the healthcare system. Outlining the need for transparency, reasonable regulation, and consumer engagement, along with other key drivers of cost and inefficiencies in healthcare, Denson uses his vast industry experience to shine a spotlight on what is keeping America's healthcare system sick, but more importantly, outline what is needed to cure it.

More information on *The Cure* can be found at SethDenson.com. Watch Denson's [TedX Talk](#) on "Understanding Healthcare as a Consumer" and follow him on [Twitter](#) and [LinkedIn](#).

ABOUT SETH DENSON

Denson is the Co-Founder & Chief Strategist at GDP Advisors. In addition to his role at GDP, he is an author, public speaker and a regular commentator for numerous media outlets including Fox News, ABC, CBS, and NBC. He is a regularly published contributor to a number of print and online publications, and is a highly sought after keynote speaker on topics ranging from business to healthcare to politics and even

fatherhood. Originally from Midland, Texas, but with experience in markets throughout the United States, including New York, Dallas/Fort Worth, and San Francisco, Denson blends metropolitan thinking with straightforward West Texas business ethics. He has served as a consultant for companies ranging from Fortune 500 organizations to privately held organizations and is a founding board member of ParadigmRe, a U.S. based health reinsurance captive.

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