



## Regina E. Herzlinger

### Nancy R. McPherson Professor of Business Administration

Regina E. Herzlinger is the Nancy R. McPherson Professor of Business Administration Chair at the Harvard Business School. She was the first woman to be tenured and chaired at Harvard Business School and the first to serve on a number of corporate boards. She is widely recognized for her innovative research in health care, including her early predictions of the unraveling of managed care and the rise of consumer-driven health care and health care focused factories, two terms that she coined. *Money* has dubbed her the "Godmother" of consumer-driven health care.

Regina Herzlinger received her Bachelor's Degree from MIT and her Doctorate from the Harvard Business School.

Her research has been profiled in numerous industry journals and business publications, such as *The Economist* and *BusinessWeek*. Her newest book, *Consumer-Driven Health Care: Implications for Providers, Payers, and Policymakers* (San Francisco: Jossey-Bass, 2004), was profiled in "Are you ready to own your health care?" *Money*, November 2004, and received the 2004 American Journal of Nursing Book of the Year award for History and Public Policy. Earlier research results were profiled by *The Wall Street Journal* (November 2002), *Managed Health Care Executive* (June 2003, cover). Her July 2002 *Harvard Business Review* article, "Let's Put Consumers in Charge of Health Care," was an Amazon ebooks best seller. She has also won the American College of Healthcare Executives' Hamilton Book of the Year award twice, the Healthcare Financial Management Association's Board of Directors award, and Management Accounting's research prize. *Modern Healthcare* readers selected her as one of 2003's, 2004's and 2005's "100 Most Powerful People in Healthcare" and *Managed Healthcare* named her as one of health care's top ten thinkers. In recognition of her work in nonprofit accounting and control, she was named the first Chartered Institute of Management Accountants Visiting Professor at the University of Edinburgh. In addition, she has delivered many keynote addresses at annual meetings of large health care and business groups and been selected as one of the outstanding instructors of the Harvard Business School MBA Program.

Her latest books are *Consumer-Driven Health Care: Implications for Providers, Payers, and Policymakers* (San Francisco: Jossey-Bass, 2004), the best-selling *Market-Driven Health Care* (Paperback: Cambridge, MA: Perseus, 2000); and *Financial Accounting and Managerial Control of Nonprofit Organizations* (Cincinnati, OH: SouthWestern, 1994). Recent articles include: "Medicine for Medicaid," *The Wall Street Journal* (August 2, 2005) with Tom Nerney; "Uncle Sam is No Doctor," *USA Today*, March

#### Profile

 [Contact Info](#)

 [Biography](#)

 [Publications](#)

 [Current Research](#)

 [Areas of Interest](#)

28, 2005; "Consumer-Driven Healthcare: Transforming the Delivery of Health Services," *Futurescan: Healthcare Trends and Implications 2006-2011* (Chicago, IL: SHSMD/Health Administration Press, January 2006); "Consumer-Driven Health Care: Lessons from Switzerland," *Journal of the American Medical Association*, September 8, 2004; "An IT Trojan Horse," *Modern Healthcare*, September 6, 2004; "Specialization and Its Discontents: The Pernicious Impact of Regulations Against Specialization and Physician Ownership on U.S. Health Care," *Circulation*, May 25, 2004; "Consumer-Driven Health Care: Freeing Providers to Innovate," *Healthcare Financial Management*, March 1, 2004; "Consumer-Driven Health Care: Taming the Health Care Cost Monster," *Journal of Financial Service Professionals*, March 2004; and "More Market, Less Straightjacket," *The Wall Street Journal*, January 22, 2004.

Mrs. Herzlinger has served on the Scientific Advisory Group to the U.S. Secretary of the Air Force and as a board member of many publicly-traded firms, often as chair of several Governance and Audit subcommittees. She is also an active participant in the [HBS Healthcare Initiative](#).

She has been married to Dr. George Herzlinger, her MIT classmate, for 38 years. Both of their children graduated from Harvard College. Her daughter is a hospital resident; her son, an Infantry Captain in the U.S. Army who served two tours in Iraq, has safely returned to the U.S.

Assistant: Martha E. Laisne, mlaisne@hbs.edu, 617-495-6647

Copyright©2005 President and Fellows of Harvard College