



Healthcare

Copernicus Healthcare

Putting care and justice into healthcare

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Publishing with Copernicus Healthcare

The overall goal of Copernicus Healthcare is to publish timely and important books that advance a paradigm shift to a fair and accountable health care system that puts patients and families before business and profits—whatever will lead to universal access for all Americans to affordable necessary care. Most large publishers are corporate-owned and carefully avoid dealing with these kinds of books as a threat to the market-based system that is their bread and butter. Copernicus Healthcare will give authors a new opportunity to publish progressive work relevant to health policy and health care reform.

We welcome book proposals that can help to educate the public and contribute to the necessary debate over policy alternatives. Our overall efforts should be focused on resolving the nation's problems of access, cost, quality and equity of health care in America. This debate will necessarily cross disciplines, whether clinical, economic, social, political, ethical or moral. We also invite narrative book proposals that focus on the experiences of patients and families as they confront the problems of the current market-based system.

The book publishing industry is in great turmoil at this time. A revolution has already occurred with the advent of ebooks and electronic publishing-on-demand (POD). Readership habits are changing rapidly, away from printed books toward ebooks. Amazon is the leader in ebooks with its Kindle, and now sells more books than print books. Traditional methods of printing and distribution to bookstores are threatened by these trends. Ingram is based in Tennessee, is the world leader in POD, and works with publishers, booksellers and libraries around the world. This method of publishing provides rapid initial printing and distribution of books as well as easy re-ordering of additional books as sales require. Many of the traditional problems of warehousing and returns of printed books are avoided. Moreover, Ingram provides publishers and authors with an automated system for tracking sales, costs and revenues.

Working with Ingram allows Copernicus Healthcare to get the lowest price for each book published. Direct Distribution prices are roughly 1/4 of the cover price. Authors can get additional quantity discounts from Ingram based on the quantities ordered.:

- 50-99 books 5%
- 100-249 books 10%
- 250-499 books 20%
- 500+ books 25%

As an example, my Current book, *Breaking Point* (about 240 pages) costs me about \$6.00 per book for printing, shipping and handling.

The Copernicus Production Team

Copernicus Healthcare (CHC) has an experienced production team that has worked together for more than ten years. W. Bruce Conway, an award-winning publisher in his own right, has handled the book design (cover and interior), illustration, preparation of graphics, and typesetting for my last six books, which were then published by Common Courage Press (CCP). Bruce also has expertise in converting print manuscripts to ebooks for Amazon, and has worked closely with Ingram for many years. Greg Bates, publisher of CCP, has skillfully edited all of these books and made them better than they otherwise would have been. He is available to work with CHC as editor. The final two members of the team are Carolyn Acheson for indexing and Andrew Seltser for proofing of final manuscripts in both print and ebook formats.

Copernicus Advisory Team

For consultation and peer review, Copernicus Healthcare works with these advisors around the country, all leaders in health policy and health care reform:

- Howard Brody, M.D., Ph.D., Director, Institute for the Medical Humanities, University of Texas Medical Branch Galveston and author of *Stories of Sickness*.
- Joshua Freeman, M.D., Professor and Chairman of Family Medicine, University of Kansas Medical Center, Kansas City, MO.
- David Himmelstein, M.D. and Steffie Woolhandler, M.D., co-founders of PNHP in 1989 and prodigious activists, researchers, writers, and consultants in health policy since that time.
- Don McCanne, M.D. Former president of Physicians for a National Health Program (PNHP) and author of the well-established *Quote-of-the-Day* (www.don@mccanne.org)
- John Nyman, Ph.D., Professor of Health Services Research and Policy, University of Minnesota, and author of *The Theory of Demand for Health Insurance*.
- Wendell Potter, author of *Deadly Spin: An Insurance Company Insider Speaks Out on How Corporate PR is Killing Health Care and Deceiving Americans*, and Senior Fellow on Health Care for the Center for Media and Democracy.
- Robert Stone, M.D., emergency physician in Bloomington, Indiana and Director of Hoosiers for a Commonsense Health Plan.