



Douglas Rushkoff's "Present Shock: When Everything Happens Now" examines the unintended consequences of the always-on digital revolution. Has the immediate gratification of the digital age – the push notifications, the news feeds, the social media stalking – robbed us of context and meaning?

athenaInsight spoke with the media theorist about EHRs, drug pricing, and lessons for the healthcare industry as it inches toward a high-tech transformation.