

- have a target of 75% by 2020. So hospitals do not have long to shape up. Some will have their profits squeezed, and customers stolen by new rivals. Some may close, or be taken over. But for other businesses, from supermarket and pharmacy chains to digital-health startups, there will be billions to be made.
36. Digital technology helps make the cost of health care more transparent, contributes to the sharing of information and improves efficiency.
37. Economists are arguing over how much of the recent medical care improvement should be attributed to Obamacare.
38. It's necessary for the existing health-care providers to make adjustment as other businesses would compete for market share.
39. Many hospitals had the foresight to reduce costs long before the Obamacare became effective.
40. There is a better chance for the hospital business to make further consolidation.
41. Some hospitals are expected to suffer while other businesses will reap large profits during the revolution.
42. The "urgent-care centers" fill a gap for patients with harsh but chronic ailments or injuries.
43. Fee for service, one of the main reasons of increasing medical expenditure, is now under tremendous reform.
44. The world's largest retailer is now aiming at pioneering the market of affordable health services.
45. Various health-related advisory and intermediary agencies are encouraged to be set up to assist all parties to reduce expenditure.

Section C

Directions: There are 2 passages in this section. Each passage is followed by some questions or unfinished statements. For each of them there are four choices marked A), B), C) and D). You should decide on the best choice and mark the corresponding letter on **Answer Sheet 2** with a single line through the centre.

Passage One

Questions 46 to 50 are based on the following passage.

Amid weak job and housing markets, consumers are saving more and spending less than they have in decades, and industry professionals expect that trend to continue. Consumers saved 6.4 percent of their after-tax income in June. Before the recession, the rate was 1 to 2 percent for many years. In June, consumer spending and personal incomes were essentially flat compared with May, suggesting that the American economy, as dependent as it is on shoppers opening their wallets and purses, isn't likely to rebound anytime soon.

On the bright side, the practices that consumers have adopted in response to the economic crisis ultimately could make them happier. New studies of consumption and happiness show, for instance, that people are happier when they spend money on experiences instead of material objects, when they relish what they plan to buy long before they buy it, and when they stop trying to *outdo* (胜过) the Joneses.

If consumers end up sticking with their new-found spending habits, some *tactics* (策略) that retailers and marketers began using during the recession could become lasting business strategies. Among those strategies are offering goods that makes being at home more entertaining and trying to make consumers feel special by giving them access to exclusive events and more personal customer service.

While the current round of *stinginess* (匮乏) may simply be a response to the economic downturn, some analysts say consumers may also be permanently adjusting their spending based on what they've discovered about what truly makes them happy or fulfilled.

"This actually is a topic that hasn't been researched very much until recently," says Elizabeth W. Dunn, an associate professor in the psychology department at the University of British Columbia, who is at the forefront of research on consumption and happiness. "There's massive literature on income and happiness. It's amazing how little there is on how to spend your money."

Studies over the last few decades have shown that money, up to a certain point, makes people happier because it lets them meet basic needs. The latest round of research is, for lack of a better term, all about emotional efficiency: how to reap the most happiness for your dollar.

So just where does happiness reside for consumers? Scholars and researchers haven't determined whether Armani will put a bigger smile on your face than Dolce & Gabbana. But they have found that our types of purchases, their size and frequency, and even the timing of the spending all affect long-term happiness.