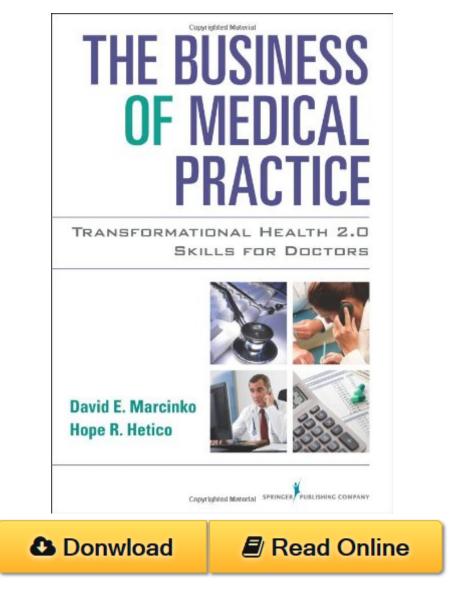
The Business of Medical Practice: Transformational Health 2.0 Skills for Doctors, Third Edition PDF



The Business of Medical Practice: Transformational Health 2.0 Skills for Doctors, Third Edition by ISBN 0826105750

Praise for the previous edition:

This comprehensive multi-authored text contains over 450 pages of highly specific and well-documented information that will be interest to physicians in private practice, academics, and in medical management. . . [Chapters are] readable, concise yet complete, and well developed. I could have used a book like this in the past, I will certainly refer to it frequently now." 4 stars

Carol EH Scott-Conner, MD, PhD, MBA

American College of Physician Executives

- Does Health 2.0 enhance or detract from traditional medical care delivery, and can private practice business models survive?
- How does transparent business information and reimbursement data impact the modern competitive healthcare scene?
- How are medical practices, clinics, and physicians evolving as a result of rapid health- and non-health-related technology change?
- Does transparent quality information affect the private practice ecosystem?

Answering these questions and more, this newly updated and revised edition is an essential tool for doctors, nurses, and healthcare administrators; management and business consultants; accountants; and medical, dental, business, and healthcare administration graduate and doctoral students.

Written in plain language using nontechnical jargon, the text presents a progressive discussion of management and operation strategies. It incorporates prose, news reports, and regulatory and academic perspectives with Health 2.0 examples, and blog and internet links, as well as charts, tables, diagrams, and Web site references, resulting in an all-encompassing resource. It integrates various medical practice business disciplines-from finance and economics to marketing to the strategic management sciences-to improve patient outcomes and achieve best practices in the healthcare administration field.

With contributions by a world-class team of expert authors, the third edition covers brand-new information, including:

- The impact of Web 2.0 technologies on the healthcare industry
- · Internal office controls for preventing fraud and abuse
- Physician compensation with pay-for-performance trend analysis
- Healthcare marketing, advertising, CRM, and public relations
- eMRs, mobile IT systems, medical devices, and cloud computing

and much more!

The Business of Medical Practice: Transformational Health 2.0 Skills for Doctors, Third Edition Review

This The Business of Medical Practice: Transformational Health 2.0 Skills for Doctors, Third Edition book is not really ordinary book, you have it then the world is in your hands. The benefit you get by reading this book is actually information inside this reserve incredible fresh, you will get information which is getting deeper an individual read a lot of information you will get. This kind of The Business of Medical Practice: Transformational Health 2.0 Skills for Doctors, Third Edition without we recognize teach the one who looking at it become critical in imagining and analyzing. Don't be worry The Business of Medical Practice: Transformational Health 2.0 Skills for Doctors, Third Edition can bring any time you are and not make your tote space or bookshelves' grow to be full because you can have it inside your lovely laptop even cell phone. This The Business of Medical Practice: Transformational Health 2.0 Skills for Doctors, Third Edition having great arrangement in word and layout, so you will not really feel uninterested in reading.