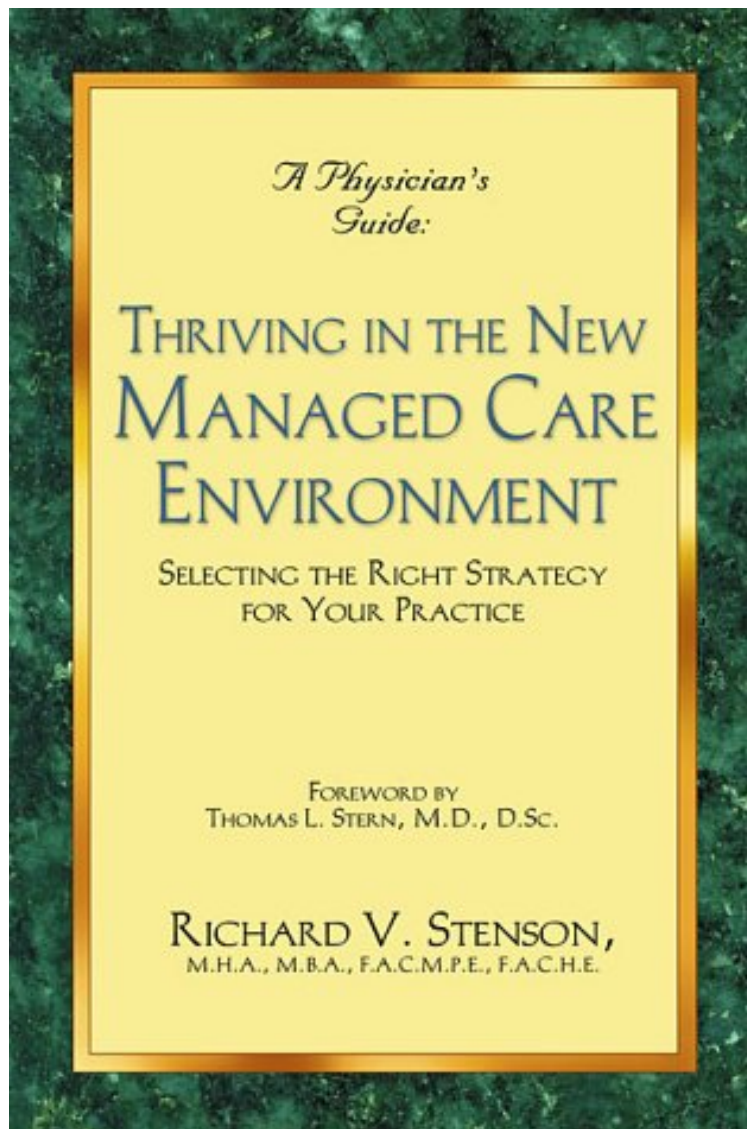


(Download ebook) A Physician's Guide to Thriving in the New Managed Care Environment : Selecting the Right Strategy for Your Practice

## **A Physician's Guide to Thriving in the New Managed Care Environment : Selecting the Right Strategy for Your Practice**

*Richard V. Stenson*

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**Richard V. Stenson : A Physician's Guide to Thriving in the New Managed Care Environment : Selecting the Right Strategy for Your Practice** before purchasing it in order to gage whether or not it would be worth my time, and all praised A Physician's Guide to Thriving in the New Managed Care Environment : Selecting the Right Strategy for Your Practice:

1 of 1 people found the following review helpful. About book and authorBy the publiserABOUT THE BOOK: Options for physicians working within the prepaid medicine system make sense when you understand the pros and cons, strategies, and structures analyzed in this guide to the new managed care environment. -- Evolution of the managed care movement. -- Myths about organizational requirements for managed care success. -- Pros and cons of solo practice versus IPA, PHO, or group practice. -- Working for hospital or HMO. -- Entrepreneurial, legal, and regulatory characteristics of each model. -- Best opportunities for primary care and specialist physicians. -- The ideal physician organization for managed care. -- Future winners and losers, quality of care, reform, and Wall Street.Analyze the cost and benefits of practice and managed care proposals, because an informed choice makes good medicine work.ABOUT THE AUTHOR: Richard Stenson has spent more than twenty-five years working in and analyzing integrated delivery systems (IDS) that bring together doctors, hospitals, and insurance companies as mutual players with common goals. He received his bachelors degree in Business from the University of California, Berkeley, a masters degree in Health Administration from Tulane University's School of Public Health and Tropical Medicine in New Orleans, and an M.B.A from Loyola University in New Orleans. The author has worked in executive management at the Ochsner Hospital, affiliated with the Ochsner Clinic and Ochsner Research Foundation in New Orleans. He held joint administrative responsibilities for the Upjohn Medical Group, Harkness Community Hospital (formerly Southern Pacific Hospital), and Health Maintenance Inc. (HMO plan) of Northern California. He was Executive Vice President and Chief Operating Officer of Straub Clinic Hospital and the Straub Health Plan in Honolulu. Presently, he is President and CEO of the Tuality Healthcare system and the Tuality Health Alliance, a PHCO (nonprofit, physician, hospital, community organization) in Hillsboro, Oregon. Mr. Stenson is a Fellow of the American College of Medical Practice Executives (medical group practice management) and also a Fellow of the American College of Healthcare Executives (hospitals and health system management). He has certificates of completion from the Harvard University Program in Health Policy, Planning Regulation, and Stanford University's Advanced Management College. He has taught and lectured on the management faculties of several colleges and universities, and published articles and book reviews on health care management. He has also chaired and/or served on the boards of numerous organizations and associations for medical groups, hospitals, medical education, health planning, health issues advocacy, medical joint ventures, physician management services, health executives, medically indigent, and community service.

Today's doctors must navigate a labyrinth of health management organizations, insurance systems, and ever more elaborate partnership options. Now there is a single reference work to guide them through this maze of choices. In *A Physician's Guide to Thriving in the New Managed Care Environment: Selecting the Right Strategy for Your Practice*, Author Richard V. Stenson has distilled his quarter-century of experience in the changing world of medical administration into a practical book that explains the many alternatives and their positive and negative features. This substantial work includes history, projections, case studies, and significant statistical data, along with useful techniques for evaluating alternative management and partnership schemes.

"America's health care system is in a state of flux. Some might say that it is in chaos. But is it? Richard Stenson, by the use of in-depth knowledge of the subject and writing skill, is able to reduce the confusing system to readable book that offers physician readers the opportunity to work through their own needs when considering entry into the system or contemplating a change in their practice arrangements...Doctors are, by nature and inclination, individualists: and in order to be satisfied in their practice arrangements they must, through knowledge of the system, make the judicious decisions which will affect their own and their patient's future...I believe that every physician or medical student should read this book. It will enhance your ability to make decisions for the remainder of your practice career." -- Thomas L. Stern, M.D., D.Sc., Past President, California Academy of Family Physicians "Dick Stenson's book is a user friendly guide leading the reader through the complex, often confusing maze of physician practice organizational structures and business relationships in a world largely dominated by managed care. His work is characterized by straight talk and comparisons that help the reader develop a working knowledge of the subject. Organized as a reference tool, yet anecdotal, the book provides reading options and a wealth of information. This book should be on the reading list of physicians in training as well as those in established practice. To the extent that the option to choose one's practice environment exists, Stenson's comparative process provides useful benchmarks to support the decision process. In any case, he has created a broad practice context that enables physician readers to better understand the direction the industry is taking and where they may best fit in the future." -- William D. Cohen, Ph.D. Manager, Meaghan Jared Partners, Inc, Consultants to Healthcare Management "For the physician tangling with the intricacies of managed care, this book sheds rationality and offers a matrix for intelligent decision-making. The world of the physician is undergoing a change akin to grand mal seizure. The book examines the questions "Where are we?", "How did we get here?", and "Where are we going?"--and how to make wise career choices. It also suggests that you had better find time to have fun on the journey!" -- Spence Meighan, M.D., F.A.C.P., Spence Meighan and Associates, Portland, Oregon "Physicians who are trying to cope with the continued turmoil in the health care delivery system will

appreciate this comprehensive review of the turbulent managed care field. The author's style makes easy reading of a complex subject--like 'Managed Care for Dummies!' -- Edward A. Chow, M.D., Past President, San Francisco Medical Society, "Readers of all professions will find this book to be highly informative. All recent medical school graduates and others who advise in the medical area such as lawyers, accountants and medical consultants will benefit greatly from Dick Stenson's readable and succinct explanations of the medical care environment as it exists today. This treatise benefits from Dick Stenson's wide and hands-on experience and his historical knowledge of the medical environment." -- Brooke Veltrie, CPA, Cahall, Veltrie Foster Company, P.C., Portland, Oregon "Stenson's 'Guide to Thriving in the New Managed Care Environment' is an easy-to-read and very valuable foundation for physicians and other health care professionals seeking to understand how to succeed in the complicated and daunting managed care marketplace. I recommend this book heartily for those who wish to understand the competing constituencies and business issues that contribute, both positively and negatively, to providing an optimal environment for patient-centered health care in the era of managed care." -- John C. Lewin, M.D., Executive Vice President and CEO, California Medical Association "The incredible far ranging depth and breadth of his knowledge of practice management issues and strategies, his thoroughly engaging manner of written communication ( I felt spoken and shared with, and never once spoken to or preached at!)...through this book, I got to know a ton about the issues involved in 'Thriving in the New Managed Care Environment' and, in addition, I got a precious glimpse into the heart and soul of one of its most caring stewards. On both counts, I feel enriched." -- Dr. Irwin Rubin, President, Temenos Consulting "This book is packed with information that no one tells physicians who must navigate the treacherous waters of health care business. It is very readable and can easily be used as a reference." -- Robert Kuramoto, M.D., Executive Director, Physician-Hospital Institute "This book serves as a lighthouse for those tossed on the sea of managed care. Dick Stenson's astute observations put the managed care phenomenon in perspective. His book clearly answers the questions 'Why do they act that way?' and 'What can you do?'" -- John van Steenwyk, President, Health Economics Inc., Spring House, Pennsylvania "This is a most interesting piece of work. You have done a beautiful job with the material, much of which must be new information to the reader. Young physicians should find your work most thorough and comprehensive. All in one place. Certainly, the physician who finds time during residency (or 3rd year of medical school) to read it would find it spent worthwhile...My thought as I read: I wish my fellow board Members of Children's' Hospital-Oakland would read this. Not many understand managed care. This is more than a primer on the subject, it is a seminal work." -- Robert C. Goshay, Ph.D., former professor and dean, School of Business, U.C. Berkeley

From the Publisher

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About the Author

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