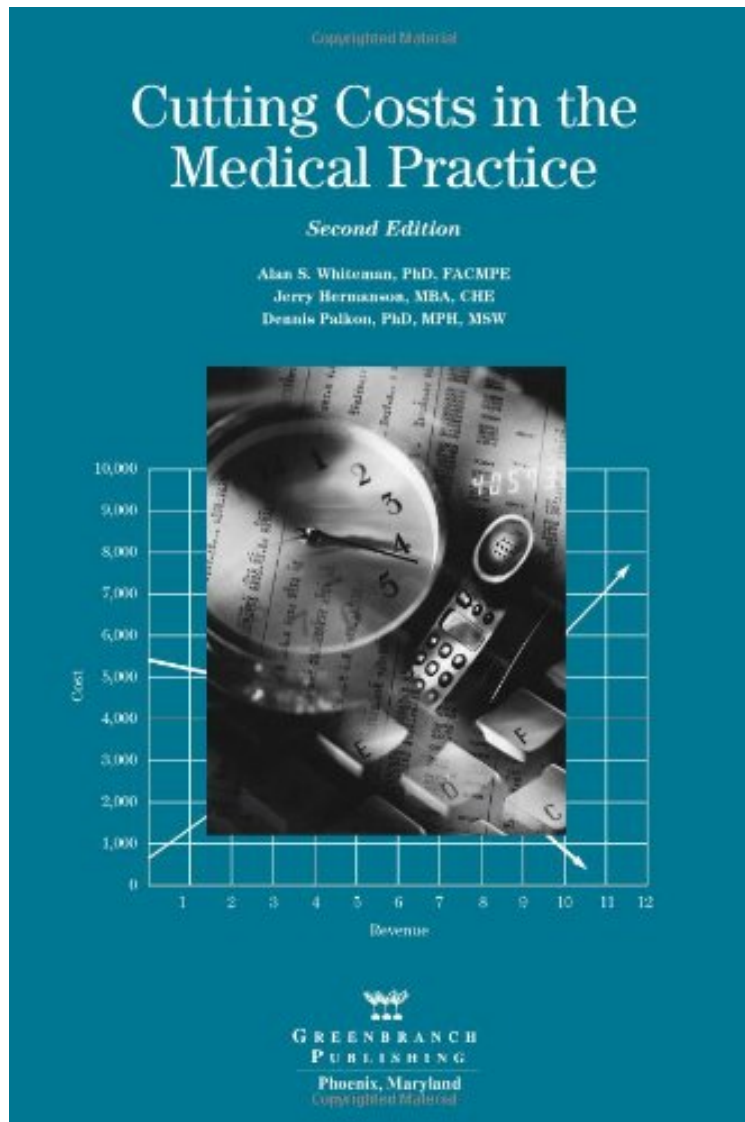


Cutting Costs in the Medical Practice 2nd Edition

Alan Whiteman, Jerry Hermanson, Dennis Palkon
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High profits in the medical practice are no longer a given. Even the most successful practices must manage costs effectively to stay viable. Written for physicians, practice administrators and office managers, *Cutting Costs in the Medical Practice, Second Edition*, provides no-nonsense practical guidelines for approaching cost containment issues within the practice. *Cutting Costs in the Medical Practice, Second Edition* includes practical information on: -- Reviewing your practice operations to identify areas of concern --How to recruit and retain good employees and practitioners --Negotiating better leases -- determine whether you should buy or rent --Optimal Organization Structures ndash; Solo vs. Group Practice? --Cost savings that can be attained with proper use of technology ndash; EMRs, E-mail, Websites, Clinical and Business Application, HIPAA Compliance -Specific advice on reducing the cost of accountants, bookkeeping services -Updated information on Practice Management and EMR vendors -Use of value-added services to reduce overhead by participating in independent practice associations, professional associations and other purchasing cooperatives Authors and experienced consultants Alan Whiteman, Jerry Hermanson and Dennis Palkon identify key areas in medical practices where costs can spin out of control. And, they offer solutions that have been proven successful in other practices. Armed with this roadmap, physicians and executive staff can better put their resources to work ndash; building a stronger, financially secure practice.

About the Author Alan S Whiteman, PhD, FACMPE, is both an experienced health care executive and a professor of graduate health administration studies. Dr Whiteman has over 35 years experience in all facets of the health care industry with over 29 years experience in managing or consulting with physician practices. In addition, Dr. Whiteman is a healthcare administration educator bringing practical insight to graduate students. He is the Program Director, Master of Science in Health Services Administration at Barry University located in Miami Shores., Florida. Dr. Whiteman is a principal in Healthcare Integration Consultants, Inc, a professional services firm specializing in assisting physicians in making practices more efficient, effective, and financially sound. He received his PhD from Walden University, his MBA from Wayne State University, and his BA from Michigan State University. Jerry Hermanson, MBA, CHE, is an experienced health care leader. Mr Hermanson has over 32 years' experience in the industry, including hospital administration, physician organizations, and health care administration education. Mr Hermanson is chief executive officer of Healthcare Integration Consultants, Inc. In this capacity he provides management and technical services to physicians organizations, physician practices of all sizes, hospitals and other health care organizations. He is also an adjunct professor of graduate health administration studies. He received his MBA and BSBA from the University of Florida. Dennis Palkon, PhD, MPH, MSW, is a full professor and past chairman of Health Administration at Florida Atlantic University in Boca Raton, Florida. Dr Palkon has extensive academic and publishing experience. He is also executive editor of Hospital Topics and serves on numerous editorial boards. He received his PhD and MPH from the University of Pittsburgh, his MSW from Virginia Commonwealth, and his BS from Villanova University.