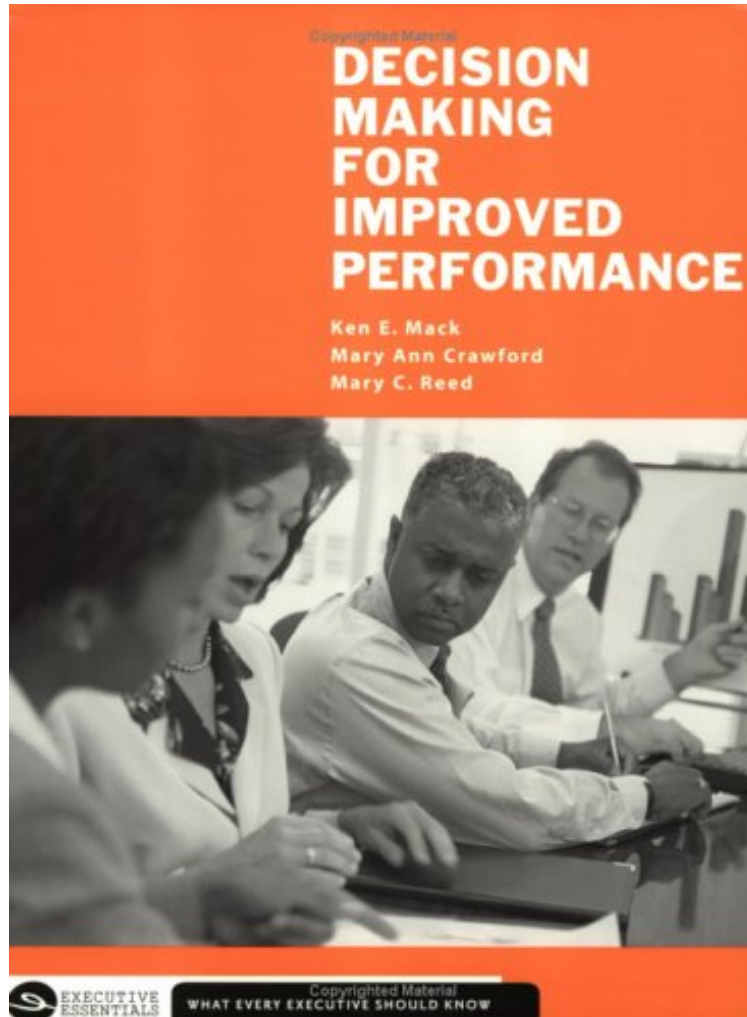


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## Decision Making for Improved Performance

*Ken E. Mack, Mary Ann Crawford, Mary C. Reed*  
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Every decision healthcare executives make must at least enable the organization to meet its mission and to maintain its financial viability. As simple as those criteria sound, the traditional decision-making process is oftentimes inadequate for the fast-paced world of healthcare management. In the upcoming book, authors Ken Mack, Mary Ann Crawford, and Mary Reed provide healthcare leaders with a seven-step approach to improve decision making. Included in each

chapter are: Hands-on material Tools Worksheets Checklists The final chapter features a real-life example of the use of the seven-step decision-making approach by a hospital and its physicians.

About the Author Ken E. Mack, FACHE, is President of DMI Transitions (DMI), an independent Cleveland, Ohio-based firm that provides consulting services to healthcare providers, with specific focus on developing profitable business solutions through well-planned and executed strategic planning, business development, operations management, and physician integration activities. Mary Ann Crawford, Ph.D., R.N., is President of the Transitions Division of DMI. Dr. Crawford's consulting practice focuses on operations, including implementing new clinical services; department turnarounds to reduce costs; and providing interim management support with hands-on assistance. Mary C. Reed, President of DMI's Medical Integration Division, is recognized for her expertise in managed care, physician integration, and strategic business planning.