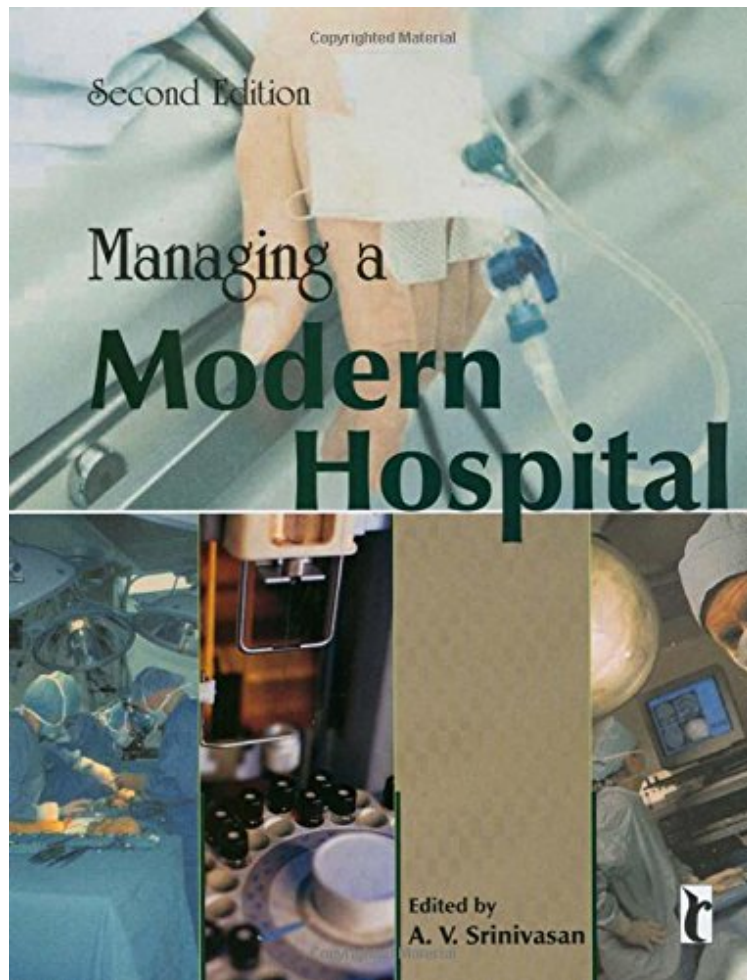


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## Managing a Modern Hospital

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The revised and updated second edition of Managing a Modern Hospital contains a judiciously compiled collection of writings on modern hospital management. The book is a fitting response to the compelling need for incorporating professionalism and better resource management in hospital administration to ensure quality and cost-effectiveness in health care in India. Health care has become one of the fastest growing sectors in India over the past decade. This book contains two new chapters, Customer Relationship Management, and Computer-aided Diagnosis, which highlight recent developments in the field in the last seven years. It spans a wide range of issues in modern hospital management, including: - Waste management - Financial management - Maintaining medical records - Medical

audits - Managing human resources - Quality certification A repository of valuable insight and information on setting up and running a modern-day hospital efficiently and as an economically viable business, the book can serve as basic text and supplementary reading for courses in hospital management. It will also be of interest to hospital administrators in government and private health care institutions, directors of nursing homes, medical practitioners involved with hospital administration as well as entrepreneurs in the health care business, consultants and researchers.

About the Author A V Srinivasan is Director of Corporate Planner-Indian Network, a management consulting firm based in Hyderabad. Dr. Srinivasan has a Masters in Statistics from Madras University and an MBA and PhD in Operations Research from the University of Chicago. He was until recently, professor of management in the Apollo Institute of Hospital Administration, affiliated to Osmania University, Hyderabad and adviser to Apollo Hospitals Education and Research Foundation. He was a faculty at the Administrative Staff College of India for over 15 years, visiting professor to several universities in the United States and an executive with the Mahindra Group in Pune. He also served as IFCI Professor of Management at Delhi University, and is a fellow of the Indian Institution of Industrial Engineering. Dr Srinivasan has developed corporate plans and futuristic studies for several organisations over the course of his career. He has presented papers in international conferences and published papers in several reputed national and international journals. He has authored a number of books on management including *Managing a Modern Hospital* (Sage, 2000); *Indian Leather 2010: A Study of Technology*; *Japanese Management: The Indian Context*; *Triumph in Project Management: A Study of Vijaypur Fertilizer Project*; and *Critical Path Analysis A Systems Approach*.