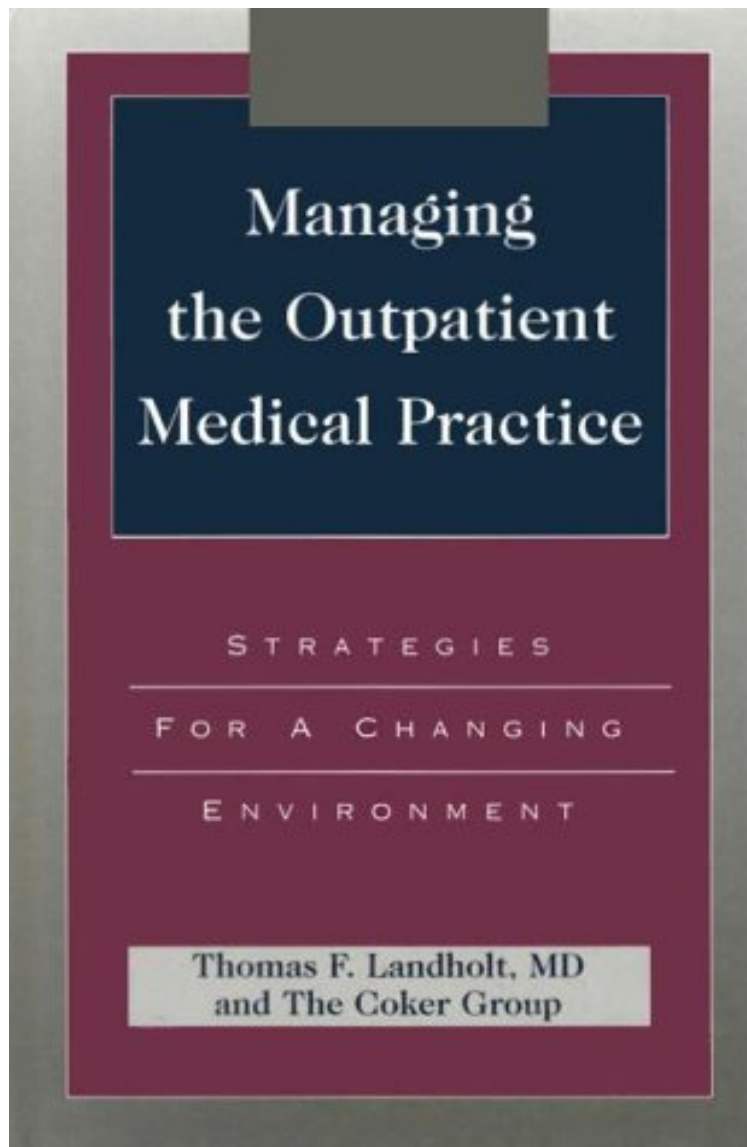


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Managing the Outpatient Medical Practice: Strategies for a Changing Environment (J-B AHA Press)

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This book gives readers a new approach to management of a medical practice--for now and in the future. Using a straightforward, rational approach to the management of the outpatient clinic the authors present managers and physicians with a comprehensive look at the structure and function of a successful outpatient practice, and review management's role in maintaining a thriving enterprise. Strategies for improving each step of the physician/patient encounter are presented, with practical tools for problem solving. Topics addressed include the following: Identifying and deploying appropriate resource allocations to ensure streamlined operations Achieving patient satisfaction through improving the process of health care delivery Defining personnel needs for a practice to achieve a proficient operations team Providing examples and guidelines for tooling the office for automation Applying business and operational principles to reshape or re-engineer the outpatient medical practice for the future

"Dr. Landholt frames the future of medical practice in surprisingly simple terms. He focuses on the key elements of patient satisfaction, and clearly explains how patient-centered care can be achieved through improving the process of health care delivery." (Donald J. Lloyd, FACMPE) "Dr. Landholt and The Coker Group present a 'hands on' practical guide to steering a medical practice through the new health care delivery maze . . . enough detail to be helpful, but general enough to fit a variety of practice settings." (Jean Edwards Holt, MD, FACS) "Dr. Landholt's book should be on the bookshelf of all physicians and administrators in group practice. A very thorough, diagnostic approach to managing an outpatient practice with many practical tools for the physician-administrator team. An excellent look at total office automation with many examples and guidelines to assist the practice." (Leila Haynes, CMA-A, CMPE) From the Inside Flap This book gives readers a new approach to management of a medical practice; for now and in the future. Using a straightforward, rational approach to the management of the outpatient clinic the authors present managers and physicians with a comprehensive look at the structure and function of a successful outpatient practice, and review management's role in maintaining a thriving enterprise. Strategies for improving each step of the physician/patient encounter are presented, with practical tools for problem solving. Topics addressed include the following: Identifying and deploying appropriate resource allocations to ensure streamlined operations Achieving patient satisfaction through improving the process of health care delivery Defining personnel needs for a practice to achieve a proficient operations team Providing examples and guidelines for tooling the office for automation-Applying business and operational principles to reshape or re-engineer the outpatient medical practice for the future From the Back Cover This book gives readers a new approach to management of a medical practice; for now and in the future. Using a straightforward, rational approach to the management of the outpatient clinic the authors present managers and physicians with a comprehensive look at the structure and function of a successful outpatient practice, and review management's role in maintaining a thriving enterprise. Strategies for improving each step of the physician/patient encounter are presented, with practical tools for problem solving. Topics addressed include the following: Identifying and deploying appropriate resource allocations to ensure streamlined operations Achieving patient satisfaction through improving the process of health care delivery Defining personnel needs for a practice to achieve a proficient operations team Providing examples and guidelines for tooling the office for automation Applying business and operational principles to reshape or re-engineer the outpatient medical practice for the future