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Richard K. Thomas

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Richard K. Thomas : Marketing Healthcare Services before purchasing it in order to gage whether or not it would be worth my time, and all praised Marketing Healthcare Services:

1 of 1 people found the following review helpful. Marketing in Health ServicesBy Shailendra S. TomarThis is a wonderful book which has written over a transition of American Health Care System. Its really helpful to understand real changes in system, what are the changes and how they occurred in the system, how Health Care marketing is

different from other industry, what is marketing in health care and many more areas. I believe that it will be very useful for the MPH - Health Policy and management MHA - Masters in Health Administration courses.

Although it took the concept of marketing decades to take hold in the healthcare industry, it has become an integral part of a healthcare organization's success in recent years. Public relations, advertising, and marketing departments have staff, budgets, and the responsibility of contributing to the bottom line, just like any other department. *Marketing Healthcare Services* is the first, comprehensive textbook on healthcare marketing to publish in years. This practical text covers everything from understanding healthcare markets to marketing techniques to supporting the marketing effort.

About the Author Richard K. Thomas, Ph.D. has been involved in market research and marketing in the healthcare field for more than 30 years. He holds an associate professor (adjunct) appointment in the Department of Preventive Medicine at the University of Tennessee and serves on the adjunct faculties of healthcare administration for the University of St. Francis and Central Michigan University.