

MBA for Healthcare



BOOK DETAILS

- Author : Joseph S. Sanfilippo
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BOOK SYNOPSIS

In a rapidly-changing healthcare industry, the American College of Physician Executives affirms: "These days, it isn't enough to be a good doctor. Whether you're working in a group practice or hospital, in insurance or any other health care setting, you also need business know-how and skills if you want your organization and your career to thrive." MBA for Healthcare provides this know-how and these skills. With the mastery of healthcare management in mind, this book provides clinicians and administrators with the knowledge to advance their careers and make their organizations more competitive and successful. With backgrounds in education, medicine, administration and law, the authors present a wide variety of subjects to enhance healthcare providers' careers, including: cost accounting, management control structure and process, strategic planning, entrepreneurship, competitive marketing, and more. Case studies place theory in context and demonstrate practical, real life solutions. MBA for Healthcare is designed specifically for those looking to learn the business of medicine, whether as part of a joint MBA/MD or as a clinician looking to deliver the very best healthcare for your patients. This practical guide will provide an indispensable guide to the essential business and management tools you need for success.

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