



The Business of Medical Practice: Transformational Health 2.0 Skills for Doctors, Third Edition

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The Business of Medical Practice: Transformational Health 2.0 Skills for Doctors, Third Edition

The Business of Medical Practice: Transformational Health 2.0 Skills for Doctors, Third Edition Praise for the previous edition:

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Carol EH Scott-Conner, MD, PhD, MBA
American College of Physician Executives

- Does Health 2.0 enhance or detract from traditional medical care delivery, and can private practice business models survive?
- How does transparent business information and reimbursement data impact the modern competitive healthcare scene?
- How are medical practices, clinics, and physicians evolving as a result of rapid health- and non-health-related technology change?
- Does transparent quality information affect the private practice ecosystem?

Answering these questions and more, this newly updated and revised edition is an essential tool for doctors, nurses, and healthcare administrators; management and business consultants; accountants; and medical, dental, business, and healthcare administration graduate and doctoral students.

Written in plain language using nontechnical jargon, the text presents a progressive discussion of management and operation strategies. It incorporates prose, news reports, and regulatory and academic perspectives with Health 2.0 examples, and blog and internet links, as well as charts, tables, diagrams, and Web site references, resulting in an all-encompassing resource. It integrates various medical practice business disciplines-from finance and economics to marketing to the strategic management sciences-to improve patient outcomes and achieve best practices in the healthcare administration field.

With contributions by a world-class team of expert authors, the third edition covers brand-new information, including:

- The impact of Web 2.0 technologies on the healthcare industry
- Internal office controls for preventing fraud and abuse
- Physician compensation with pay-for-performance trend analysis
- Healthcare marketing, advertising, CRM, and public relations
- eMRs, mobile IT systems, medical devices, and cloud computing

and much more!

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