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2. Record Nr.	UNINA9910812822603321
Autore	Stevens Drew
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Descrizione fisica	1 online resource (ix, 186 pages) : illustrations
Collana	Practice management collection
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Soggetti	Medical offices - Management Medicine - Practice
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	<p>1. Practical issues for practicing physicians -- 1.1 What is the best way to begin? -- 1.2 Is it that easy or am I missing something? -- 1.3 Fiscally friendly -- 1.4 The myths of the medical practice -- Reference --</p> <p>2. Finding the best location -- 2.1 Following the path -- 2.2 Office design and layout -- 2.3 A quick review of commercial lease agreements -- 2.4 Summary --</p> <p>3. Credentialing and getting started -- 3.1 So where do I start? -- 3.2 Are there other applications where credentialing might be necessary? -- 3.3 What to watch for -- 3.4 Are there other ways to get paid? --</p> <p>4. Proper business planning -- 4.1 Practice acceleration business model -- 4.2 Practice success -- 4.3 Additional items --</p> <p>5. Marketing for doctors and staff -- 5.1 Fantasy and reality, where perception fits -- 5.2 Marketing mindset -- 5.3 Placing distinction in your marketing mindset -- 5.4 The seven laws for building relationships with a marketing mindset -- 5.5 Marketing acceleration, nine steps to a marketing mindset and pathways to patients -- 5.6 A quick word about websites and website conversion -- 5.7 A quick word about social media -- References --</p> <p>6. Developing the patient experience -- 6.1 People, process, and aesthetics -- 6.2 Tips for dealing with difficult patients -- 6.3 Responding successfully to specific patient expectations -- 6.4 Red flags that tell you things just aren't working -- 6.5 Practice -- 6.6 What</p>

gets measured gets repeated -- 6.7 Conclusion -- 6.8 Summary -- 7. Staff development -- 7.1 How to get staff motivated -- 7.2 It's all about commitment -- 7.3 Repetition might kill them and you -- 7.4 How to handle conflict and confrontation -- 7.5 Create a culture of concern -- 7.6 Create a strategy -- 7.7 Will they ever get motivated -- References -- 8. Human resources for doctor and staff -- 8.1 Planning your practice's staff -- 8.2 People make a difference -- 8.3 The benefits of an employee manual -- 8.4 Work rules and performance standards (standards of workplace behavior) -- 8.5 How to manage staff the right way -- 8.6 The starting line, the front desk -- 8.7 Remember to reward and recognize a job well done -- 8.8 A final word in human resources -- 9. Practice management technology -- 9.1 Practice management -- 9.2 Scheduling and patient management -- 9.3 Website -- 9.4 A quick word about the social media -- 9.5 Software that aids your reputation -- 9.6 What is reputation management? -- 9.7 Is reputation management worth it? -- 9.8 How do I begin? -- 10. Trends in physician practice management -- 10.1 Burnout -- 10.2 Independence versus employment -- 10.3 Insurance and dictatorship -- 10.4 iPatient -- 10.5 Staff retention -- 10.6 Risk management -- 10.7 Records -- 10.8 Confidentiality -- 10.9 Office management -- 10.10 Technology -- 10.11 Government -- References -- Week 4, finances -- Index.

Sommario/riassunto

Healthcare is one field that remains a growing industry according to the U.S. Bureau of Labor. As the youngest baby boomers continue to ascend in age, the need to employ qualified health care personnel to both prevent and treat medical issues increases. BLS suggests that there will be substantial growth of people in the healthcare field, from practitioners to operations personnel in administration and technology. Yet, many in the field struggle. Aside from advances and alterations in healthcare administration and regulations, one of the largest issues in medical practice is the lack of business acumen. Doctors and staff are well educated in clinical issues but operating a medical practice requires leadership skills, human resource strategy, and most importantly, the acquisition, conversion, and retention of new patients. Without these skills practices will suffer.