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Altri autori (Persone)	MarcinkoDavid E (David Edward)
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Healthcare economics in medical practice / David Edward Marcinko, Hope Rachel Hetico, Rachel Pentin-Maki -- Medical office business plan / David Edward Marcinko, Hope Rachel Hetico, Rachel Pentin-Maki -- Medical practice strategic operating plan / David Edward Marcinko, Hope Rachel Hetico, Rachel Pentin-Maki -- Establishing healthy medical partner relationships / Carolyn Merriman, Kriss Barlow -- Compliance programs for medical practice health / Patricia A. Trites -- Insurance coding guidelines / Patricia A. Trites -- Six-sigma primer for healthcare providers / Daniel L. Gee -- Process improvement for physicians and health plans / Brent A. Metfessel -- Using it systems to track medical care / Brent A. Metfessel -- Capitation economics revised / Jeanne Hogan, Allan Gordon, Angela Herron -- Cash flow analysis and management / David Edward Marcinko -- Medical office expense modeling / David Edward Marcinko -- Accounting for mixed practice costs / David Edward Marcinko -- Medical activity based cost management / David Edward Marcinko -- Medical practice financial benchmarking / Gary L. Bode -- Return on medical practice investment calculations / David Edward Marcinko -- Creating practice equity value / David Edward Marcinko, Charles F. Fenton, III -- The science and art of medical practice valuation / David

Edward Marcinko -- Medical information systems and office business equipment / Carol S. Miller -- Human resource outsourcing for the physician executive / Eric Galtress -- Medical practice non compete agreements / Frederick William LaCava -- Physician recruitment / Allison McCarthy -- The case for concierge medicine / Allison McCarthy -- Customer (patient) relations management for physicians and healthcare organizations / Dee Vee Devarakonda -- Ethical issues in modern medical practice / Render S. Davis -- Dissecting a medical malpractice trial / Daniel J. Buba -- Selecting practice management advisors wisely / Hope Rachel Hetico, Rachel Pentin-Maki.

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#### Sommario/riassunto

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An interdisciplinary team of experts teaches newcomers how to open, staff, and equip an insurance-friendly office for patients, and how to raise the capital necessary for it. New coverage in the second edition includes: How to write a medical office business plan; Compliance methods; Risk and programs; The insurance CPT coding issues; Six-sigma initiatives; Futuristic information technology to track clinical outcomes; Treatment results and medical care; Physician recruitment

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