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Lingua di pubblicazione	Inglese
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Nota di bibliografia	Includes bibliographical references (pages 77-86) and index.
Nota di contenuto	1. Elements of health care -- Human resources -- Financing and insurance -- 2. How the industry operates -- Government intervention -- Process versus value focus -- Privatization versus outsourcing -- Healthcare financing -- Physical plant and new building codes -- 3. Industry organization and competition -- Industry structure -- Technological change in the healthcare industry -- 4. Competitive strategies -- Service differentiation -- Patient satisfaction -- Pricing strategies -- Economies of scale -- Barriers to entry -- Corporate strategies -- 5. Regulation -- Policies that promote/restrict health and wellness/health care -- Opportunities and challenges in the healthcare industry -- Bibliography -- Related books and articles -- Index.
Sommario/riassunto	The World Health Organization's (WHO) constitution states that its objective "is the attainment by all people of the highest possible level of health" (World Health Organization, Constitution of the World Health Organization