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Autore	Warden Jay
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ISBN	1-56793-333-5
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Collana	Executive essentials
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Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	What do we need to know about existing physician trends? -- What is our current market position and state of physician relations? -- Which engagement options should we consider? -- How do we develop a successful strategy?
Sommario/riassunto	Collaborate with physicians for mutual growth and your organization will be positioned to achieve continued revenue and market share gains. Creating Sustainable Physician Hospital Strategies provides a concise, straightforward approach for developing win-win relationships with physicians. Applicable to all healthcare organizations from small community hospitals to large health systems the best-practice approach in this book has four steps, each of which answers a key question: What do we need to know about existing physician-related trends? What is our current market position and state of relations with physicians? Which engagement options should we consider? How do we select and implement the options and maintain a successful strategy to sustain physician hospital alignment into the future? After a brief look at the trends affecting physician hospital relationships, the book describes how to determine the best physician-engagement strategy for your organization. It also provides advice for integrating physician strategy into the organization's overall capital, strategic, and financial plans.