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Nota di contenuto	Intro -- Contents -- Introduction: Medical Ethics and Organizational Ethics -- 1. Ethical Perspectives -- 2. Charity Care and Social Responsibility -- 3. Advertising and Marketing -- 4. Managed Care -- 5. Diversity -- 6. Program Development -- 7. Medical Records -- 8. Patient Services -- 9. Community, Media, and Government Relations -- 10. Employee Relations -- 11. Clinical Ethics, Medical Research, and Compliance Programs -- 12. The Development of an Organizational Ethics Program -- Appendix 1. American Hospital Association: Ethical Conduct for Health Care Institutions -- Appendix 2. American Hospital Association: A Patient's Bill of Rights -- Appendix 3. American College of Healthcare Executives: Code of Ethics -- Appendix 4. Model Organizational Code of Conduct -- Appendix 5. American Hospital Association Policies and Positions (Excerpts): Community Accountability with Changes in the Ownership or Control of Hospitals or Health Systems -- Appendix 6. Joint Commission on Accreditation of Healthcare Organizations: Sample Components of an Organization Ethics Framework -- Index -- A -- B -- C -- D -- E -- F -- G -- H -- I -- J -- K -- L -- M -- N -- O -- P -- Q -- R -- S -- T -- U -- V -- W -- Y -- Z.
Sommario/riassunto	This discussion considers ethical questions in health care as they arise

on the business or organizational level. It provides an ethical analysis of decision-making in the management of health care organizations.
