



Managerial and Supervisory Principles for Physical Therapists

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Lippincott Williams & Wilkins, 2004. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: PART I - THE BIG PICTURE1. Healthcare Social Philosophy, Public Policy, And Legislation2. US Healthcare System3. Oversight Of Healthcare Organizations And Providers4. Laws Relevant To Healthcare Businesses5. General Legal Requirements And Principles For Physical Therapists6. Value, Moral, And Ethical Matters MatterPART II - UNDERSTANDING BUSINESS AND MANAGEMENT7. Business Basics: Forms Of Business Organizations8. Management, Supervision, And Leadership9. Organizational Culture And Fundamental Guiding Documents10. Organizational And Operating Structure11. Strategic Management And Strategic Planning12. Quality Assessment And Improvement13. Information Management And DocumentationPART III - MANAGING HUMAN RESOURCES14. Selecting, Developing, And Retaining Staff15. Organizing And Engaging People In The Work Place16. Communication: Expression And Listening17. Achieving Maximum Productivity Through Work Teams18. Diversity In The Healthcare Setting19. Employee Appraisal, Recognition, And Corrective Action20. Life-Long Career DevelopmentPART IV - SERVICE MARKETING21. Marketing: It's More Than Selling22. Strategic Organizational And Department Marketing23. Marketing Strategies24. Niche Marketing25. Marketing YourselfPART V - MANAGING MONEY26. Healthcare Economics27. Healthcare Accounting And Financial Reporting28. Budgeting And Financial Planning29. Maximizing

Reviews

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