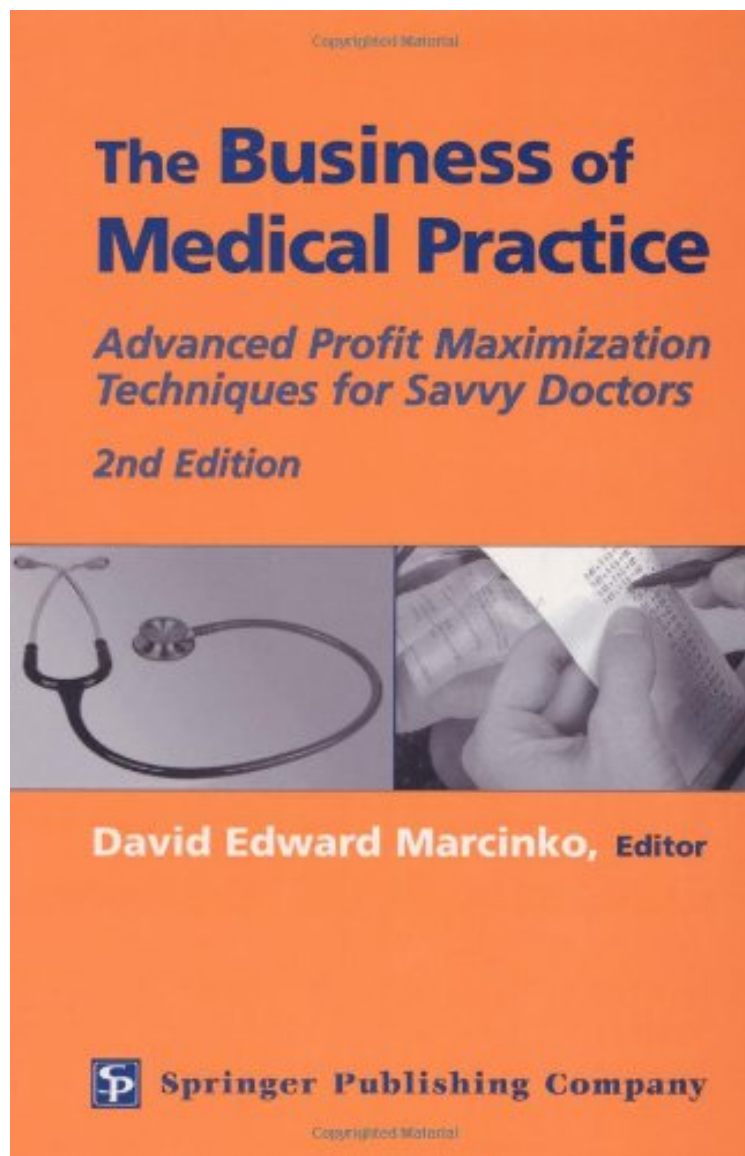


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11 of 14 people found the following review helpful. The Guide for Medical Practice Profitability By Dr. Yuval Lirov In the past, only major practices and hospitals could afford expensive management consulting and technology offered by the big accounting firms. Dr. Marcinko's book extends high-quality advice equally well to both large and small doctor practices. Together with a new generation of billing companies, e.g., Affinity Billing or Billing Precision, that leverage new technologies, his book is an indispensable tool for today's smaller practices. Doctors running their own practices will find Dr. Marcinko's advice extremely useful because of his pragmatic approach to the complicated subject of practice profitability. Medical practice is a business and doctors need to make strategic decisions about adding equipment, hiring other doctors, addressing specific kinds of patients, selection of referrals, marketing, etc. Dr. Marcinko's book teaches doctors how to use quantitative data to make such decisions. One major theme is the need for gathering centralized practice management information, which makes the business case for adopting robust technology platforms. Ideally, technology platforms should combine front office and back office information systems, providing physicians with the strategic practice management information they need, and of course, be affordable. The book has ambitious scope: business plan, practice valuation, ROI, coding, billing, econometrics, cash flow analysis, compliance, technology, and various legal aspects. But Dr. Marcinko and an exceptional array of contributing experts do a remarkable job of exploring each topic with sufficient detail and meaningful examples. In summary, a doctor building a profitable medical practice must read this book and return to it often for reference.

Yuval Lirov, Medical Billing Networks and Processes - Profitable and Compliant Revenue Cycle Management in the Internet Age

12 of 15 people found the following review helpful. A Decent Introduction By J. Kehl Based on the other reviews, I was expecting a lot from this book but was disappointed after finishing it. The book's collection of papers provides a good introduction to the general concepts found in other books, but I found that it lacks many of the specific implementation details and calculations that I have seen elsewhere.

1 of 1 people found the following review helpful. Excellent By Amaury Scifuentes Editor Dr. David Edward Marcinko, MBA, CFP, CMP(tm) Publisher: Springer Publishing Company ISBN: 0-8261-2375-9 Format: Hardcover 494 pp Review Date: August 4, 2008 This book was written to assist doctors, advisors and professional administrators help manage medical offices in these tumultuous times. The multi-authored text contains information on a broad range of topics affecting the medical practice. If its goal was to help maximize medical practice efficiency and profitability, then it was achieved. The book itself encompasses many topics - from healthcare economics, ethics and CRM - to business planning, cash flow analysis, revenue enhancement and concierge medical services. In addition, it offers actionable information on specific topics like linear-regression cost accounting, IT systems, insurance claims, health-law, compliance and CPT coding, etc. And, it is organized into three parts for easy reference; Qualitative, Quantitative and Contemporary medical practice. I found the book interesting, informative, precise and well written. Dr. Marcinko, and his team, drives a dagger into the heart of medical management - first dissecting it - and then resuscitating it for modernity. As a CERTIFIED FINANCIAL PLANNER (tm) looking forward to improving my understanding of the healthcare space, I found this book more comprehensive than its peers. This extensive knowledge helped me understand what really affects a medical practice. It is a fine read for the physician and administrative professional interested in improving the profitability of any medical practice specialty. Dr. Marcinko's other clinical publications are archived in the Library of Congress, the Library of Medicine and the National Institute of Health. In addition, this book has been referenced by multiple magazines and associations, such as investment Medical Group Management Association (MGMA) and the American Collage of Physicians Executive's (ACPE). Amaury Cifuentes CERTIFIED FINANCIAL PLANNER(tm) Certified Medical Planner(tm) candidate 3878 Sheridan Street Hollywood Fl 33021 954-986-0633

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

"Dr. Marcinko has once again... produced what is arguably the essential medical management work for physicians in today's dynamically changing and increasingly business oriented practice environment." --Robert James Cimasi, ASA, CBA, AVA, FCBI, President, Health Capital Consultants, LLC, St. Louis, Missouri "This book is destined to become the classic practice management textbook for all physicians and is a must-read for the nations more than two million, independent healthcare providers and their related business advisor." --Antonio Silva, MD, MBA, Emory University - Goizveta School of Business, Atlanta, Georgia, about the first edition From the Back Cover "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"