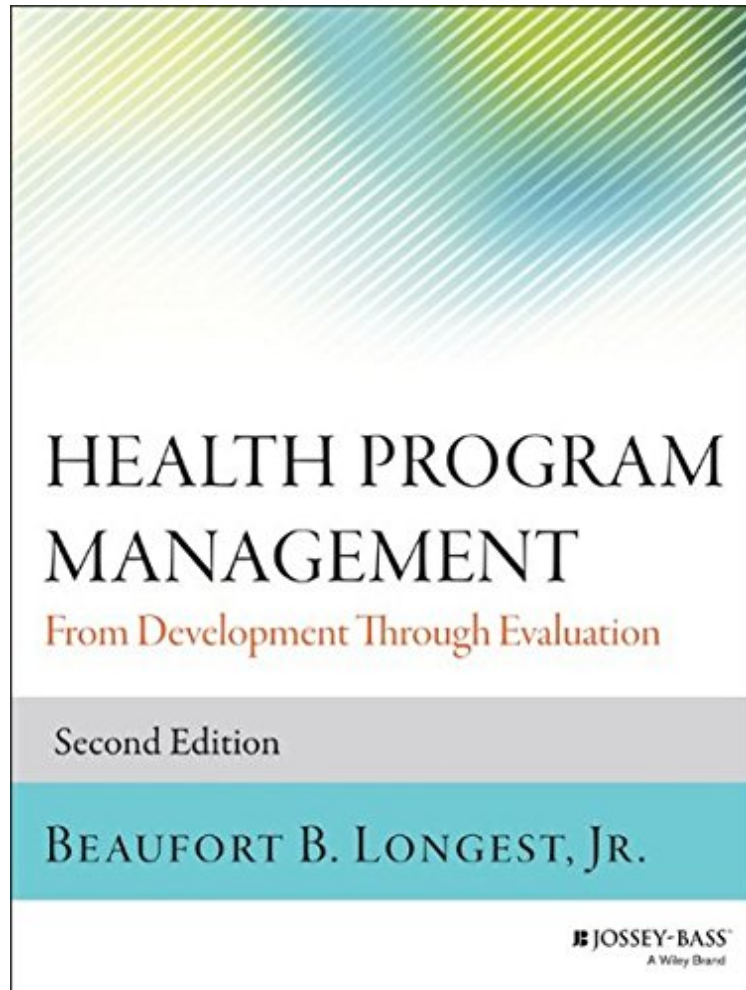


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# Health Program Management: From Development Through Evaluation (Jossey-Bass Public Health)

*Beaufort B. Longest Jr.*

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Development Through Evaluation, Second Edition is a practical and useful introduction to the management of health programs. While providing an overview of the current best practices in management, the textbook goes beyond simple management techniques, teaching students how to develop, lead, and evaluate their programs to ensure quality outcomes. The focus is on the three core management concepts of strategy, design, and leadership, but time is also devoted to describing facilitative management activities integral to successful programs. Students will learn techniques for communication, decision-making, quality assurance, marketing, and program evaluation within the structure of the book's program management model. Logically organized with a separate chapter for each activity, this resource provides a thorough, systematic overview of the effective development, implementation, and evaluation of health programs. Health Program Management: From Development Through Evaluation, Second Edition provides a comprehensive approach to management throughout all stages of a health program. Learn to develop a strategy that steers the program toward specific goals Discover how to design, market, and lead an effective health program Become familiar with the manager's role in a quality health program Evaluate potential and existing programs for performance and capability Students and aspiring managers and leaders preparing themselves for the challenges of managing health programs will find the information and techniques to develop the skills they need in Health Program Management: From Development Through Evaluation, Second Edition.

From the Back CoverDevelop, implement, and evaluate health programs The second edition of Health Program Management offers a practical and comprehensive introduction to the management of all stages of a health program. The text includes an overview of the most current best practices in the field and shows readers how to apply them to achieve successful results for their programs. Throughout the book, the author puts the focus on three core management activities: developing/strategizing, designing, and leading health programs. In addition, Health Program Management describes key facilitative management activities that are integral to managing programs successfully: communicating, decision-making, managing quality, marketing, and evaluating programs. Health Program Management explores how to move programs from initial development through evaluating the results achieved. The text contains cutting-edge information and incorporates classic concepts of management, including how to develop effective strategies that steer programs toward fulfilling their missions and accomplishing specific objectives. Recognizing the unique purposes of health programs, the text includes information on the three-pronged total quality approach;patient/customer focus, continuous improvement, and teamwork;that has proven so effective when managing the provision of quality health services. In addition, the author covers both commercial marketing, so critical to program sustainability, and social marketing, which many programs use to accomplish their missions of improving health. Written for students in public health, health services management, as well as the health professionals and leaders who want to prepare themselves for the challenges of managing health programs, Health Program Management provides a thorough and systematic overview of the essential information and techniques needed to manage health programs successfully.About the AuthorBEAUFORT B. LONGEST, JR., PHD, is professor of health policy and management at the University of Pittsburgh Graduate School of Public Health. He has written eight books and coauthored three others. He is a fellow of the American College of Healthcare Executives and holds memberships in the Academy of Management, Academy Health, and the American Public Health Association.