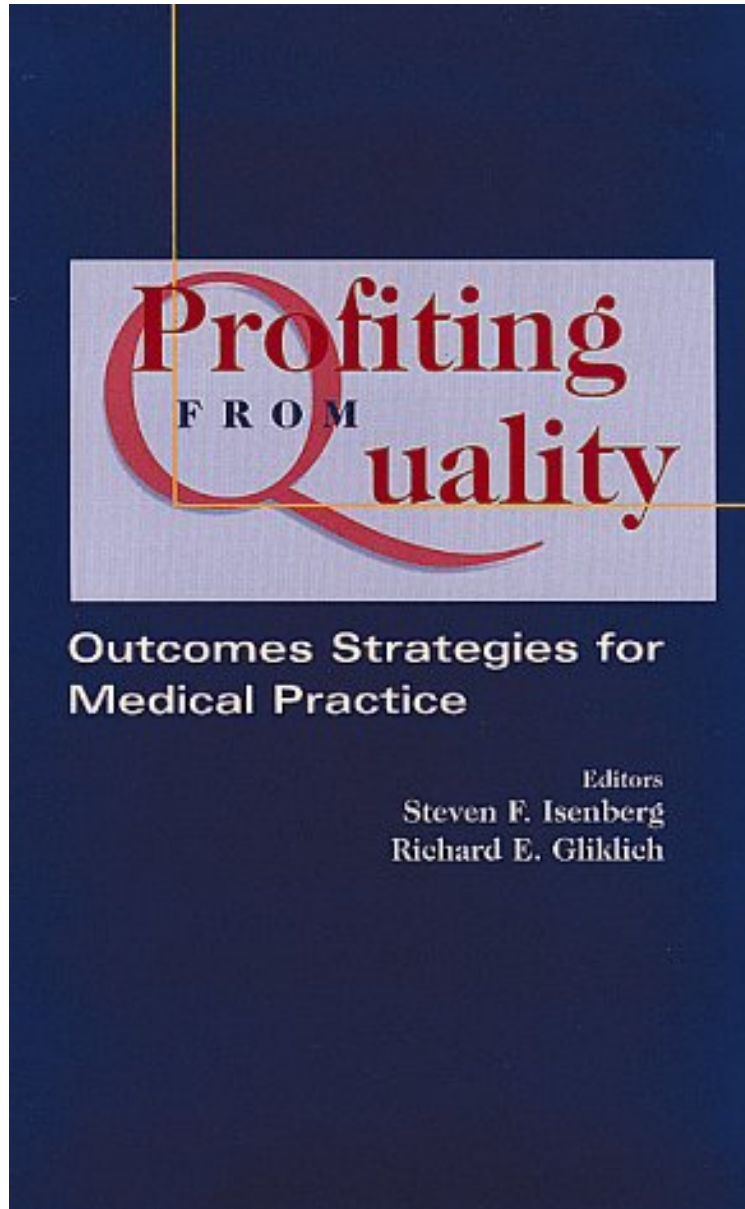


[Ebook free] Profiting from Quality: Outcomes Strategies for Medical Practice

# Profiting from Quality: Outcomes Strategies for Medical Practice

*Steven F. Isenberg, Richard E. Gliklich*  
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**Steven F. Isenberg, Richard E. Gliklich : Profiting from Quality: Outcomes Strategies for Medical Practice** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Profiting from Quality: Outcomes Strategies for Medical Practice:

This hands-on guide is the definitive tool for physician leaders and health care administrators who want to improve quality and financial performance. Clinicians Steven Isenberg and Richard Gliklich lead a team of experts-including foremost health care economists Uwe Reinhardt and May Tsung-mei Cheng-charting a course for change that will increase patient satisfaction, create competitive advantage, improve the quality of patient care, and ultimately revolutionize the health care industry. "At last! Physicians and economists have teamed up to demonstrate that sharing knowledge not only makes common sense, but is profitable. Read this book for a glimpse at the evolving structure of ambulatory health care delivery systems."--Richard Blanchette, founder, Professional Association of Health Care Office Managers

"At last! Physicians and economists have teamed up to demonstrate that sharing knowledge not only makes common sense, but is profitable. Read this book for a glimpse at the evolving structure of ambulatory health care delivery systems." (Richard Blanchette, founder, Professional Association of Health Care Office Managers) "This book can serve as a very complete and competent text for any health professional in the fields of clinical quality improvement and medical quality management." (David J. Jones, editor-in-chief, The American Journal of Medical Quality)From the Inside FlapWhether needed to demonstrate the quality of patient care to payers or to market more effectively to potential patients, quantifying successful-as well as unsuccessful-treatment strategies is more useful than ever before. In fact, many health care leaders believe that this effective and powerful emerging science, outcomes measurement, will change the practice of medicine. Now, for the first time, two pioneers in the field of outcomes measurement come together to demystify this powerful tool, issuing a clarion call to all physicians to take the lead in this burgeoning movement-to increase patient satisfaction, boost their own competitive advantage, and ultimately to improve the quality of patient care.Demonstrating how the blending of health measurement, quality management, and information technology can make outcomes research a routine, everyday part of medical practice and health care management, experienced clinicians Steven Isenberg and Richard Gliklich lead a team of experts whose well-grounded research and rich, practical examples will give physician leaders the tools to design and implement outcomes studies. These visionary leaders-including economists Uwe E. Reinhardt and May Tsung-mei Cheng-offers insight that will assist leaders as they Carefully coordinate all stakeholders in a drive toward optimal quality Gain valuable real-world insight into clinical research design and new technologies and applications Measure and improve processes, evaluate effectiveness, benchmark and compare protocols and interventions, and determine cost-quality tradeoffs Create a strategic plan for the implementation outcomes measurement at their organization Profiting From Quality is the only tool physician executives and practitioners will need to gain a clear understanding into this emerging and innovative field and make a positive impact on the practice of medicine in the new millenium. 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