Table of Contents

1	Health care social philosophy, public policy, and legislation	1
2	U.S. health care system	21
3	Oversight of nealth care organizations and providers	39
4	Laws rc evant to health care business	52
5	Gir - al legal requirements and principles	66
6	Value, moral, and ethical matters matter	87
7 & C	Business basics : forms of business organizations	103
8	Management, supervision, and leadership	112
9	Organizational culture and fundamental guiding documents	130
10	Organizational and operational structures	141
11	Strategic management and strategic planning	156
12	Quality assessment and improvement	166
13	Information management and documentation	180
14	Selecting, developing, and retaining staff	199
15	Organizing and engaging people in the work place	212
16	Communication: expression and listening	223
17	Achieving maximum productivity through work teams	233
18	Diversity in the health care setting	242
19	Employee appraisal, recognition, and corrective action	254
20	Career development is a life-long process	263
21	Marketing: it's more than selling	277
22	Strategic organizational and departmental marketing	291
23	Marketing strategies	305
24	Niche marketing	322
25	Marketing yourself	334
26	Health care economics	349
27	Health care accounting and financial reporting	362
28	Budgeting and financial planning	381
29	Maximizing financial performance	398
30	Coding	422
31	Outcomes management	437
32	Voluntary accreditation	449
33	Managing risk	458
34	Getting advice	480