

HEALTHCARE ORGANIZATIONS

[Journal of Financial Management Strategies]

Dr. David E. Marcinko; MBA CMP™

Editor-in-Chief

Dr. Gary L. Bode; MSA CPA

Dr. Jay S. Grife; MA Esquire

Hope Rachel Hetico; RN MHA CMP™

Managing Editor

Eugene Schmuckler; PhD MBA

Cecelia T. Perez; RN MA

New Journal Subscription Guide for Institutional Health Economics and Finance

All medical, podiatric and dental practices, clinics, hospitals and healthcare organizations, both emerging and mature, face a daunting financial scenario in today's volatile healthcare reimbursement environment. Decreasing revenues, increasing costs, and high consumer expectations present a complex challenge for CEOs, CFOs, CXOs, physician and nurse executives, healthcare administrators, and department managers who must not only lead in today's climate, but also position their organizations for tomorrow's financial tumult.

Produced by an experienced national team of medical professionals, health economists, facility administrators, accountants, health law experts and consultants; *Healthcare Organizations: [Journal Financial Management Strategies]* looks at ways to managing assets, costs, human resources, and healthcare claims. Everything - from inventory management to hybrid cost-analysis in order to accelerate the cash conversion cycle - is scrutinized.

We also examine contemporaneous topics such as the lessons learned from healthcare market competition and the PPMC imbroglio of the late 1990's. This includes current methods for achieving hospital objectives, negotiating cost-volume-profit contracts, and understanding the financial impact of regulatory requirements under HIPAA, OSHA, DRA the US Patriot Act, and the Sarbanes-Oxley Act. In addition, information technology issues like electronic medical records (EMRs), RFID controls, RSS feeds and blogs, and computerized physician order entry (CPOE) systems are examined in detail. Virtually no health facility operational, strategic economic or financial management topic is omitted and continually updated.

This wide-ranging examination of the fiscal management scene for hospitals, healthcare organizations, clinics and outpatient centers includes Harvard Business School styled case models, extensive appendices, and detailed checklists that step the reader through a review of main issues for each chapter.

Healthcare Organizations: [Journal of Financial Management Strategies] is dedicated to meeting the administrative needs of our nation's healthcare organizations in order to help them maintain a competitive edge in the markets they serve; and to take advantage of emerging business opportunities. And, more information is available on our website.

We therefore invite you to be the first healthcare economics *cynosure* in your practice, hospital system, legal, accounting or financial advisory firm to join us for the journey. Let *Healthcare Organizations: [Journal of Financial Management Strategies]* be your guide.

Subscribe today ... Blog and Succeed tomorrow!

Fraternally,
Dr. David Edward Marcinko; MBA



BLOG: www.HealthcareFinancials.wordpress.com

Ann Miller; RN – Executive Director

"Bridging the Gap Between Medical Mission and Profit Margin"

Suite #5901 Wilbanks Drive Norcross GA 30092-1141 USA 770.448.0769 [vm] 775.361.8831 [fx]

www.HealthcareFinancials.com