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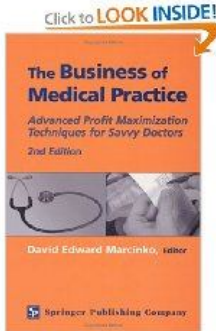
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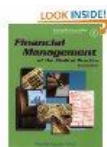
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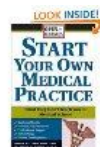
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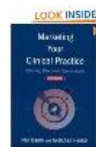
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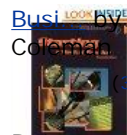


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About the Author

Dr. David Edward Marcinko, MBA, CFP, CMP, is a health care economist, lexicographer, and board certified surgical fellow at Temple University. In the past, he has edited four practice-management textbooks, three medical texts in two languages, and six financial planning books, and two CD-ROMs for physicians, hospitals, financial advisors, accountants, attorneys, and health care business consultants. Internationally recognized for his work, he provides litigation support and expert witness testimony in State and Federal Court, with clinical publications archived in the Library of Congress and the Library of Medicine at the National Institutes of Health.

Dr. Marcinko also has numerous editorial and reviewing roles to his credit. His most recent offerings from Springer Publishing Company are *Dictionary of Health Economics and Finance* (2006) and the forthcoming *Dictionary of Health Information Technology and Security* (early 2007), both co-edited with Hope Hedico. He has also edited the classic *The Business of Medical Practice: Advanced Profit Maximization Techniques for Savvy Doctors*, now in its second edition (Springer Publishing Company, 2004). A favorite on the lecturer circuit and often quoted in the media, he speaks frequently to medical and financial societies throughout the country.

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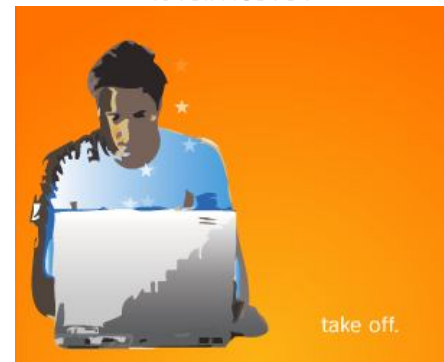
This comprehensive multi-authored text contains over 450 pages of highly specific and well-documented information that will be interest to physicians in private practice, academics, and in medical management. The previous edition has been updated and significantly expanded.

The book is organized into three sections: Qualitative Aspects of Medical Practice, Quantitative Aspects of Medical Practice, and Contemporary Aspects of Medical Practice. Appendices include sample management service agreements, and information on medical unions and public perception of physician salaries. A particularly useful feature is a brief biosketch of each contributor, complete with contact information.

I read with particular interest the chapters entitled "Medical Office Business Plan", "Insurance Coding Guidelines", "The Case for Concierge Medicine", and "Dissecting a Medical Malpractice Trial". Like the rest of the book, these were readable, concise yet complete, and well developed.

I could have used a book like this in the past, I will certainly refer to it frequently now.

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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

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