

# Concierge Medicine A New System To Get The Best Healthcare

The Self-Pay Patient  
An American Sickness  
The Business of Medical Practice  
Handbook of Concierge Medical Practice Design  
Concierge Medicine  
The Official Guide to Starting Your Own Direct Primary Care Practice  
Elderhood  
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The Business of Medical Practice  
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Branding Concierge Medicine  
Public Health and Social Justice  
Between Hope and Fear: A History of Vaccines and Human Immunity  
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Effects of Health Care Payment Models on Physician Practice in the United States  
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The Doctor's Guide to Concierge Medicine  
Medical and Dental Space Planning  
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The Green Medicine Chest  
Textbook of Family Medicine  
AARP Roadmap for the Rest of Your Life  
Women's Neurology

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### **The Self-Pay Patient**

WASHINGTON POST Bestseller List 3/30/14 Solid solutions and step-by-step instructions for planning the next stage of your life Life after 50 isn't what it used to be. The rules have changed. No more guaranteed pensions, retiree health plans, or extensive leisure and travel. It's time to forge new paths and create innovative models. That's where the AARP Roadmap for the Rest of Your Life comes in. Bart Astor, author of more than a dozen books, offers a comprehensive guide for making lifestyle decisions, growing your nest egg, and realizing your goals. This AARP book— Provides guidance on the key areas you'll need to consider: finances and work, health and fitness, Medicare and Social Security, estate planning, insurance, housing, and more Offers expert tips on creating age- and health-specific goals through a personal "Level of Activity" scale based on how active you can and want to be Includes tips for finding fun and fulfilling activities and even completing your bucket list Supplies ready-to-use worksheets to help you set and meet financial planning goals, get your legal affairs in order, and maintain adequate health insurance Contains a comprehensive list of valuable resources

### **An American Sickness**

At a time when Americans are debating the pros and cons of recent health care

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reforms, Concierge Medicine offers an alternative to save primary care medicine. Here, the author outlines an increasingly popular, though controversial, system that offers a high level of care to patients who still need and value a relationship with their personal physician. Dr. Knope introduces concierge medicine, which encourages patients to contract directly with physicians for personalized care that is not determined by insurance coverage but rather by the patient and doctor together. For those considering an individualized health care model that can be more affordable, cost effective and straightforward, Dr. Knope offers practical advice for finding, interviewing, and contracting with a concierge doctor.

### **The Business of Medical Practice**

Shocked and humiliated by a medical malpractice lawsuit, physician Craig Bowman receives help from his estranged brother-in-law, medical examiner Jack Stapleton, who discovers trouble after exhuming the body of Craig's alleged victim.

### **Handbook of Concierge Medical Practice Design**

An interdisciplinary team of experts teaches newcomers how to open, staff, and equip an insurance-friendly office for patients, and how to raise the capital necessary for it. New coverage in the second edition includes: How to write a

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medical office business plan; Compliance methods; Risk and programs; The insurance CPT coding issues; Six-sigma initiatives; Futuristic information technology to track clinical outcomes; Treatment results and medical care; Physician recruitment

### **Concierge Medicine**

How can analytics scholars and healthcare professionals access the most exciting and important healthcare topics and tools for the 21st century? Editors Tinglong Dai and Sridhar Tayur, aided by a team of internationally acclaimed experts, have curated this timely volume to help newcomers and seasoned researchers alike to rapidly comprehend a diverse set of thrusts and tools in this rapidly growing cross-disciplinary field. The Handbook covers a wide range of macro-, meso- and micro-level thrusts—such as market design, competing interests, global health, personalized medicine, residential care and concierge medicine, among others—and structures what has been a highly fragmented research area into a coherent scientific discipline. The handbook also provides an easy-to-comprehend introduction to five essential research tools—Markov decision process, game theory and information economics, queueing games, econometric methods, and data science—by illustrating their uses and applicability on examples from diverse healthcare settings, thus connecting tools with thrusts. The primary audience of the Handbook includes analytics scholars interested in healthcare and healthcare

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practitioners interested in analytics. This Handbook: Instills analytics scholars with a way of thinking that incorporates behavioral, incentive, and policy considerations in various healthcare settings. This change in perspective—a shift in gaze away from narrow, local and one-off operational improvement efforts that do not replicate, scale or remain sustainable—can lead to new knowledge and innovative solutions that healthcare has been seeking so desperately. Facilitates collaboration between healthcare experts and analytics scholar to frame and tackle their pressing concerns through appropriate modern mathematical tools designed for this very purpose. The handbook is designed to be accessible to the independent reader, and it may be used in a variety of settings, from a short lecture series on specific topics to a semester-long course.

## **The Official Guide to Starting Your Own Direct Primary Care Practice**

To be successful and keep your doors open in the ever-changing market, you must know how to run your practice effectively according to sound financial principles. Is it time you learned how to make your practice more profitable? All you need is for someone to show you a proven process.

## **Elderhood**

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What is it like to be your primary care physician? How do day-to-day pressures, concerns and unfolding developments impact the one who looks after your health and wellbeing? What does your doctor feel about the responsibilities and nagging questions that are an integral part of every waking hour? What is it like to know that each routine decision is potentially life-altering to your care? Who cares about your future medical care? Jordan Grumet's writing builds an insider's level of understanding. His unique delivery is simple and eloquently succinct. His potential audience is at a critical juncture in medical-political development, particularly in the United States, and his impactful prose is already vitally felt by a growing number of readers. The timing is optimal for Jordan's writing to be published as a widely accessible collection of stories and essays. Reverent dedication to quality diagnostic care permeates his writing and motivates Jordan to share from the head and heart. Each new essay challenges his readers to think and feel, taking on the varying perspectives of his challenging, endearing and beloved patients, and of family members of the ill or dying. Jordan's words deepen our understanding of the unwelcome, or sometimes welcome, arrival of Death. Jordan opines from experience, while he illustrates doctor-patient relations; doctor-colleague conduct and cooperation; and the impact that exponentially increasing forms, restrictions, technology and time commitment have on the delivery of quality care to patients. You and I and all of those in the medical system feel the impact of this government- and insurance-driven regulatory environment. More and more physicians are shutting down, opting out or simply struggling to juggle the burden

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of imposed digital and paper requirements, while their expertise is in medicine. Quality medical care, based on face-to-face doctor-patient relationship building, is lagging as a result. Jordan Grumet delivers this news powerfully and persuasively. His ability to do so is both timely and important. Married with two children, he sometimes includes family members in descriptions of his daily life and medical practice. In one essay, Jordan relates how his son's birth reawakens a depth of feeling that he previously guarded tightly as protection from the emotional impact of his work. In story after short story, Jordan reveals to us just how he is able to channel a full range of emotions, healthily and consciously, into his daily interactions. To whom does Jordan's writing appeal? Doctors, nurses and ancillary support workers all relate strongly to his descriptions of the front lines of medical care. Lay people who care about the future of their own medical needs, and all who've felt the benefits of kindly delivered care, resonate with his words. These various reading audiences either nod knowingly, based on their own similar experiences, or burst into tears as they "get it" that a physician is called to devote such an ample measure of body, heart and soul to their compassionate care. Humility. Naked self-assessment. Doubt. Surety. Wonder. Devotion. A peek inside.

### **Chromosome 6**

Edited by Robert E. Rakel, MD and David P. Rakel, MD, Textbook of Family Medicine remains your #1 choice for complete guidance on the principles of family

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medicine, primary care in the community, and all aspects of clinical practice. Ideal for both residents and practicing physicians, it includes evidence-based, practical information to optimize your patient care and prepare you for the ABFM exam. The full-color format features a clean, quick-reference layout that makes it easy for you to put information to work immediately in your practice. You can also access the complete contents online at [www.expertconsult.com](http://www.expertconsult.com), plus 30 videos of common office procedures, additional chapters on timely topics, and figures, tables, and photographs that supplement the text. Prepare for success on the ABFM exam with complete coverage of all aspects of family medicine. Access information quickly with an efficient, full-color layout that makes it easy to apply the latest knowledge in your practice. Take advantage of today's most useful online resources with a convenient list of outstanding clinical websites. Quickly spot "Best Evidence Recommendations" with special boxes located throughout the text. Glean helpful tips on diagnosis and therapy from "Key Points" boxes found on every page. Access the complete contents and illustrations online at [www.expertconsult.com](http://www.expertconsult.com) - fully searchable - plus additional figures, tables, and photographs online, as well as online-only chapters that cover topics such as prescribing nutritional supplements and botanicals. View 30 videos online covering common office procedures such as vasectomy, the proper use of today's diabetic equipment, and endometrial biopsy. Gain a new understanding of the patient-centered medical home and how to achieve this status in outpatient clinics. Make the most effective care decisions with help from "Evidence vs. Harm" icons that guide you through key treatments of



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common medical conditions. The Textbook of Family Medicine continues to provide the latest, most comprehensive coverage of family medicine practice.

### **Business of Medical Practice**

This report describes the effects that alternative health care payment models have on physicians and their practices in the United States. It should help guide efforts to improve alternative payment programs and help practices succeed in them.

### **The Business of Medical Practice**

"A visionary investigation that will change the way we think about health care- how and why it is failing, why expanding coverage will actually make things worse, and how our health care can be transformed into a transparent, affordable, successful system. In 2007, David Goldhill's father died from infections acquired in a hospital, one of more than two hundred thousand avoidable deaths per year caused by medical error. The bill was enormous and Medicare paid it. These circumstances left Goldhill angry and determined to understand how world-class technology and personnel could coexist with such carelessness and how a business that failed so miserably could be paid in full. Catastrophic Care is the eye-opening result. Blending personal anecdotes and extensive research, Goldhill presents us with

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cogent, biting analysis that challenges the basic preconceptions that have shaped our thinking for decades. Contrasting the Island of health care with the Mainland of our economy, he demonstrates that high costs, excess medicine, terrible service, and medical error are the inevitable consequences of our insurance-based system. He explains why policy efforts to fix these problems have

### **Building a Better Delivery System**

"An award-winning New York Times reporter Dr. Elisabeth Rosenthal reveals the dangerous, expensive, and dysfunctional American healthcare system, and tells us exactly what we can do to solve its myriad of problems. It is well documented that our healthcare system has grave problems, but how, in only a matter of decades, did things get this bad? Dr. Elisabeth Rosenthal doesn't just explain the symptoms; she diagnoses and treats the disease itself. Rosenthal spells out in clear and practical terms exactly how to decode medical doublespeak, avoid the pitfalls of the pharmaceuticals racket, and get the care you and your family deserve. She takes you inside the doctor-patient relationship, explaining step by step the workings of a profession sorely lacking transparency. This is about what we can do, as individual patients, both to navigate a byzantine system and also to demand far-reaching reform. Breaking down the monolithic business into its individual industries--the hospitals, doctors, insurance companies, drug manufacturers--that together constitute our healthcare system, Rosenthal tells the story of the history

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of American medicine as never before. The situation is far worse than we think, and it has become like that much more recently than we realize. Hospitals, which are managed by business executives, behave like predatory lenders, hounding patients and seizing their homes. Research charities are in bed with big pharmaceutical companies, which surreptitiously profit from the donations made by working people. Americans are dying from routine medical conditions when affordable and straightforward solutions exist. Dr. Rosenthal explains for the first time how various social and financial incentives have encouraged a disastrous and immoral system to spring up organically in a shockingly short span of time. The system is in tatters, but we can fight back. An American Sickness is the frontline defense against a healthcare system that no longer has our well-being at heart"--

### **I Am Your Doctor**

Concierge medicine has always had somewhat of a "brand/identity" problem in the media, amongst patients and in the widely discussed health care debate. But in general, the term concierge medicine is used to describe a modern-day relationship with a doctor in which the patient pays an affordable fee for access and cost effective care with their primary care of family physician. **BRANDING CONCIERGE MEDICINE** explores the popularity of concierge medicine across the U.S. and examines recent data and surveys inside these medical practices - showing how exactly they are growing and why. Tetreault also outlines the specific

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marketing and branding strategies being used, both online and offline and how each concierge medical practice can follow six simple rules to reinforce and communicate their brand in their local community.

### **Branding Concierge Medicine**

THE UPDATED DEFINITIVE REFERENCE ON MEDICAL AND DENTAL OFFICE DESIGN  
Medical and Dental Space Planning is an indispensable guide to the myriad of details that make a medical or dental practice efficient and productive. The unique needs of more than thirty specialties, as well as primary care, are explained in the context of new technology and the many regulatory and compliance issues influencing design. Concepts are also presented for ambulatory surgical centers, diagnostic imaging, clinical laboratories, breast care clinics, endoscopy centers, community health centers, radiation oncology, and single-specialty and multispecialty group practices and clinics. A thorough review of the latest dental technology and many creative space plans and design ideas for each dental specialty will be of interest to both dentists and design professionals. Important topics like infection control are top of mind, influencing every aspect of dental office design. An "inside look" at what goes on in each specialist's office will familiarize readers with medical and dental procedures, how they are executed, and the types of equipment used. Technology has radically impacted medical and dental practice: digital radiography, electronic health records, mobile health

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devices, point-of-care diagnostic testing, digital diagnostic instrumentation, CAD/CAM systems for digital dental impressions and milling of restorations in the dentist's office, portable handheld X-ray, and 3D cone beam computed tomography for dentists all have major implications for facility design. The influence of the Affordable Care Act is transforming primary care from volume-based to value-based, which has an impact on the design of facilities, resulting in team collaboration spaces, larger consultative examination/assessment rooms, and accommodation for multidisciplinary practitioners who proactively manage patient care, often in a patient-centered medical home context. The wealth of information in this book is organized to make it easy to use and practical. Program tables accompany each medical and dental specialty to help the designer compute the number and sizes of required rooms and total square footage for each practice. This handy reference can be used during interviews for a "reality check" on a client's program or during space planning. Other features, for example, help untangle the web of compliance and code issues governing office-based surgery. Illustrated with more than 600 photographs and drawings, *Medical and Dental Space Planning* is an essential tool for interior designers and architects as well as dentists, physicians, and practice management consultants.

## **Public Health and Social Justice**

The world's economy has been transformed from a twentieth-century materials-

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based economy to the Age of the Knowledge-Based Economy - and the currency of this realm is ideas, imagination, creativity, and knowledge. According The World Bank, 80% of the developed world's wealth now resides in human capital. Perhaps President Ronald Reagan said it best in his address to Moscow State University on May 31, 1988: "Like a chrysalis, we're emerging from the economy of the Industrial Revolution - an economy confined and limited by the Earth's physical resources - into, as one economist titled his book, "the economy in mind," in which there are no bounds on human imagination and the freedom to create is the most precious natural resource." Written by Ronald Baker and Ed Kless, hosts of The Soul of Enterprise: Business in the Knowledge Economy, the popular radio show on Voice America's Business Channel, The Soul of Enterprise: Dialogues on Business in the Knowledge Economy sounds the clarion call that organizations can no longer ignore this seismic shift that has occurred in the economy since 1959. The Soul of Enterprise introduces the three components of Intellectual Capital - human capital, social capital, and structural capital - and how to leverage them to create wealth in today's economy, by revealing: The physical fallacy - why wealth no longer consists of tangible things, but of ideas, imagination and knowledge from human minds The best learning tool ever invented: After Action Reviews Why Frederick Taylor and the Scientific Management movement was a fraud and the wrong focus for knowledge workers The fact that effectiveness always and everywhere trumps efficiency The First Law of Pricing: All value is subjective The Second Law of Pricing: All prices are contextual The Morality of Markets: Doing well and doing

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good Why your organization - and you - need to be driven by a higher purpose than profit The Soul of Enterprise will inspire and challenge readers to unlock the enormous financial and competitive power hidden in the intellectual capital of their organizations and knowledge workers."

### **Between Hope and Fear: A History of Vaccines and Human Immunity**

Part of the "What Do I Do Now?" series, Women's Neurology uses a case-based approach to cover common and important topics in the examination, investigation, and management of neurologic disorders in women. Each chapter provides a discussion of the diagnosis, key points to remember, and selected references for further reading. The book addresses a wide range of topics including reproductive health, pregnancy, and healthy aging, and is suited for physicians, nurse practitioners, and physician assistants who practice in internal medicine, neurology, obstetrics, and gynecology. Women's Neurology is an engaging collection of thought-provoking cases which clinicians can utilize when they encounter difficult patients. The volume is also a self-assessment tool that tests the reader's ability to answer the question, "What do I do now?"

### **Start Your Own Medical Practice**

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In a joint effort between the National Academy of Engineering and the Institute of Medicine, this book attempts to bridge the knowledge/awareness divide separating health care professionals from their potential partners in systems engineering and related disciplines. The goal of this partnership is to transform the U.S. health care sector from an underperforming conglomerate of independent entities (individual practitioners, small group practices, clinics, hospitals, pharmacies, community health centers et. al.) into a high performance "system" in which every participating unit recognizes its dependence and influence on every other unit. By providing both a framework and action plan for a systems approach to health care delivery based on a partnership between engineers and health care professionals, *Building a Better Delivery System* describes opportunities and challenges to harness the power of systems-engineering tools, information technologies and complementary knowledge in social sciences, cognitive sciences and business/management to advance the U.S. health care system.

### **Next in Line**

Concierge medicine represents a relatively novel health care delivery model that is becoming more appealing both to providers and patients because of its potential to improve quality and value in health care. A gap exists in the current literature regarding the benefits and challenges associated with concierge medicine as well as best practices for developing and sustaining a successful, patient-centered



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concierge practice. This book aims to close the gap by discussing the role of concierge medicine in the context of the evolving U.S. healthcare system and the changes produced by the Affordable Care Act. It will address questions about affordability, access, quality, value, communication, technology, and patient-centered care, and will include real-world best practice examples from a successful concierge medicine practice.

### **Slow Medicine**

From New York Times business reporter Nelson D. Schwartz comes a gripping investigation of how a virtual velvet rope divides Americans in every arena of life, creating a friction-free existence for those with money on one side and a Darwinian struggle for the middle class on the other side. In nearly every realm of daily life--from health care to education, highways to home security--there is an invisible velvet rope that divides how Americans live. On one side of the rope, for a price, red tape is cut, lines are jumped, appointments are secured, and doors are opened. On the other side, middle- and working-class Americans fight to find an empty seat on the plane, a place in line with their kids at the amusement park, a college acceptance, or a hospital bed. We are all aware of the gap between the rich and everyone else, but when we weren't looking, business innovators stepped in to exploit it, shifting services away from the masses and finding new ways to profit by serving the privileged. And as decision-makers and corporate leaders increasingly

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live on the friction-free side of the velvet rope, they are less inclined to change--or even notice--the obstacles everyone else must contend with. Schwartz's "must read" book takes us on a behind-the-scenes tour of this new reality and shows the toll the velvet rope divide takes on society.

### **Effects of Health Care Payment Models on Physician Practice in the United States**

Predictive medicine is the most exciting—and potentially groundbreaking—medical development in decades. Written by Brandon Colby, MD, a leader in the fields of predictive medicine and genetic testing, *Outsmart Your Genes* will empower you, the reader, with a clear understanding of exactly what predictive medicine entails and how it can be used today to protect your health as well as the health of those you love. Written in straightforward, nontechnical language, *Outsmart Your Genes* enables everyone, even those without any background in genetics or medicine, to understand the benefits of predictive medicine. Separating myth from fact and answering all the tough questions, *Outsmart Your Genes* clearly explains: How the revolutionary new medical specialty called predictive medicine analyzes your genes and provides you with clear solutions to protect your health and wellbeing. What the process will entail and how simple it is. For example, the process doesn't even require blood or use needles – instead, all that's needed in order to run the

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analysis is a small amount of your saliva. What your genes can reveal about your overall health and how we can use that information to provide you with a genetically tailored plan for preventing cancer, Alzheimer's, heart disease, obesity, and many other conditions. As opposed to just generalities, specific examples are given so that you'll know exactly how medicine will improve your life. The many ways in-which learning about your genes can help you formulate a genetically tailored nutrition and athletic plan that may help you shed those extra pounds and stay trim and fit. How predictive medicine can help both prospective and current parents protect their children against SIDS and also help minimize the impact of and most effectively treat many other childhood diseases such as autism, asthma, dyslexia, obesity, and diabetes. Why analyzing your children's genes may provide the best chance they have to fight against diseases that may not affect them until later in life, including Alzheimer's, many forms of cancer (such as breast cancer and skin cancer), multiple sclerosis, and even hearing loss. How groundbreaking advancements in the fields of genetic analysis, including predictive medicine panels and disease matrix technology, allow you and your physician to avoid information overload and focus only on the information most relevant to you. The important concepts you need to understand before speaking with a doctor. The top five questions you need to ask in order to assess: The credibility of the laboratory doing the testing. The types of diseases included in the test. How thoroughly the test actually evaluates your risk for each of the diseases. Whether the information is provided in a way that makes it actionable. Whether the results will be delivered

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in a format that is straightforward and easy to understand.

### **Crisis**

Behind the headlines on cloning--Dr. Robin Cook blends fact with fiction in one of his most terrifying bestsellers *Chromosome 6* is a prophetic thriller that challenges the medical ethics of genetic manipulation and cloning in the jungles of equatorial Africa, where one mistake could bridge the gap between man and ape--and forever change the genetic map of our existence

### **Cash-Pay Healthcare**

A smart and compelling examination of the science of immunity, the public policy implications of vaccine denial, and the real-world outcomes of failing to vaccinate. If you have a child in school, you may have heard stories of long-dormant diseases suddenly reappearing—cases of measles, mumps, rubella, and whooping cough cropping up everywhere from elementary schools to Ivy League universities because a select group of parents refuse to vaccinate their children. *Between Hope and Fear* tells the remarkable story of vaccine-preventable infectious diseases and their social and political implications. While detailing the history of vaccine invention, Kinch reveals the ominous reality that our victories against vaccine-

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preventable diseases are not permanent—and could easily be undone. In the tradition of John Barry's *The Great Influenza* and Siddhartha Mukherjee's *The Emperor of All Maladies*, *Between Hope and Fear* relates the remarkable intersection of science, technology and disease that has helped eradicate many of the deadliest plagues known to man.

### **Service Extraordinaire**

The *Self-Pay Patient* reveals secrets to taking control of both your healthcare and your health costs, explaining how to find affordable care outside of conventional insurance, how to escape bureaucratic medicine, and how to opt-out of Obamacare. This book explains; How to exempt yourself from Obamacare without having to pay a tax for being uninsured; How to find alternative types of coverage that are far less expensive than conventional insurance; How to find doctors, hospitals, pharmacies, and other medical providers that provide big discounts for cash payment; How to avoid the sky-high healthcare prices that unsuspecting self-pay patients are often charged *The Self-Pay Patient* is a resource for anybody who wants or needs to pay directly for their own health care, including people without insurance, with a high-deductible health plan, or who want to see a doctor out of the insurance company's network or get treatment not covered by their insurance. It's been called "the unofficial guide to opting out of Obamacare" and can save families and individuals thousands and even tens of thousands of dollars a year!

### **The Financially Intelligent Physician**

For all the political branding and rebranding of healthcare in the United States, its fundamental unit of currency remains the doctor-patient relationship. This relationship has undergone seismic changes during the twenty-first century, including the introduction of new players (the so-called healthcare "team") and care delivery in settings like big-box stores and bureaucratic health systems. But are any of us better off? NEXT IN LINE is the first book to examine the doctor-patient relationship in the context of its new environs, in particular the impact of efficiency-driven innovation and retail-care models on physician mindsets and the patient experience. The overall picture is one of lowered expectations—a transactional, impersonal, and institutionally-limited incarnation of the medical bedside that leaves all parties underwhelmed and overstressed. By first conducting a macro-analysis of key industry trends (including the widespread use of performance metrics and retail principles), then measuring these trends' impacts through interviews with physicians and patients, NEXT IN LINE is both an examination and a critique of a care system at a crossroads. It is essential reading for understanding why relational care matters -- and why it must be saved in a corporatized health system bent on using retail approaches to deliver care.

### **What Money Can't Buy**

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Praise for the previous edition: "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. . . [Chapters are] 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." 4 stars Carol EH Scott-Conner, MD, PhD, MBA American College of Physician Executives

Does Health 2.0 enhance or detract from traditional medical care delivery, and can private practice business models survive? How does transparent business information and reimbursement data impact the modern competitive healthcare scene? How are medical practices, clinics, and physicians evolving as a result of rapid health- and non-health-related technology change? Does transparent quality information affect the private practice ecosystem? Answering these questions and more, this newly updated and revised edition is an essential tool for doctors, nurses, and healthcare administrators; management and business consultants; accountants; and medical, dental, business, and healthcare administration graduate and doctoral students. Written in plain language using nontechnical jargon, the text presents a progressive discussion of management and operation strategies. It incorporates prose, news reports, and regulatory and academic perspectives with Health 2.0 examples, and blog and internet links, as well as charts, tables, diagrams, and Web site references, resulting in an all-encompassing resource. It integrates various medical practice business disciplines-from finance and economics to marketing to the strategic management sciences-to improve

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patient outcomes and achieve best practices in the healthcare administration field. With contributions by a world-class team of expert authors, the third edition covers brand-new information, including: The impact of Web 2.0 technologies on the healthcare industry Internal office controls for preventing fraud and abuse Physician compensation with pay-for-performance trend analysis Healthcare marketing, advertising, CRM, and public relations eMRs, mobile IT systems, medical devices, and cloud computing and much more!

### **Handbook of Healthcare Analytics**

This is a book for every healthcare practitioner-from every discipline-who is seeking to create a more meaningful, direct, and satisfying type of interaction with patients. At its foundation lies cash-pay healthcare and a return to the basic principles of commerce. You deliver services and products, and an experience that patients feel good about paying for with their hard-earned cash. This may involve a new payment structure, such as membership, concierge, hybrid, or direct pay; or it may be augmenting your business by adding new profit streams. It's simple, but not easy. In this breakthrough book, Dr. Mark Tager and Stewart Gandolf provide a practitioner's step-by-step guide to starting, growing and profiting from cash-pay healthcare. You'll find checklists, bulleted lists, helpful examples, and a guide to the best resources to help you along the way. No matter where you are along the continuum of generating additional revenue, you'll come away more confident and



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committed to growing your practice and serving your patients.

### **The Velvet Rope Economy**

Are pharmaceutical drugs making you or your family sick? Do you want to use safe, earth-friendly medicines? Do you know how to effectively use supplements and natural remedies to build optimal health? 66% of the U.S. population consults alternative health care providers and over 70% take supplements, but many people don't know how to use these methods effectively. This family health companion shows you how to address: Acne, Bed-wetting, Childhood vaccinations, Colds, Depression, Diabetes, Fatigue, Food allergies, Headaches, Insomnia, Low libido, Low thyroid, Menstrual cramps, Prostatitis, Teething, and much more Both scholarly and soulful, both intellectual and entertaining, this gem of a book has inspiring information for general readers, as well as enough scientific rigor to appeal to health care professionals. Keep this on hand in the family library, or on the waiting room table for your patients. Highly recommended!" Dr Jillian Stansbury, N.D. It's rare to find a non-fiction book about self care that reads like a good collection of short stories. Dr. Boice has such a warm and friendly voice, and the information she relays is thorough and practical in every sense of the word. I keep The Green Medicine Chest close at hand so when I hear the first sneeze, complaints of fatigue, or of encounters with poison ivy, I can come to the rescue with the types of treatments I prefer. ??Leigh Fortson, Embrace, Release, Heal

## **The Doctor's Guide to Concierge Medicine**

Why is the American health care system so fragmented in the care it gives patients? This title approaches this question and more with a highly interdisciplinary approach. The articles included in the work address legal and regulatory issues, including laws that mandate separate payments for each provider.

## **Medical and Dental Space Planning**

Finalist for the Pulitzer Prize in General Nonfiction A New York Times Bestseller Longlisted for the Andrew Carnegie Medal for Excellence in Nonfiction Winner of the WSU AOS Bonner Book Award As revelatory as Atul Gawande's *Being Mortal*, physician and award-winning author Louise Aronson's *Elderhood* is an essential, empathetic look at a vital but often disparaged stage of life. For more than 5,000 years, "old" has been defined as beginning between the ages of 60 and 70. That means most people alive today will spend more years in elderhood than in childhood, and many will be elders for 40 years or more. Yet at the very moment that humans are living longer than ever before, we've made old age into a disease, a condition to be dreaded, denigrated, neglected, and denied. Reminiscent of Oliver Sacks, noted Harvard-trained geriatrician Louise Aronson uses stories from

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her quarter century of caring for patients, and draws from history, science, literature, popular culture, and her own life to weave a vision of old age that's neither nightmare nor utopian fantasy--a vision full of joy, wonder, frustration, outrage, and hope about aging, medicine, and humanity itself. Elderhood is for anyone who is, in the author's own words, "an aging, i.e., still-breathing human being."

### **Medical Parenting**

After years of school and maybe even after some years of practice, you are ready to do it on your own. Running a profitable business takes more than just being a great doctor. Start Your Own Medical Practice provides you with the knowledge to be both a great doctor and a successful business owner. Whether you are looking to open a single practice office or wanting to go into partnership with other colleagues, picking the right location, hiring the right support staff and taking care of all the finances are not easy tasks. With help from Start Your Own Medical Practice, you can be sure you are making the best decisions for success. Don't let a wrong choice slow down your progress. Find advice to: --Create a Business Plan --Manage the Office --Raise Capital --Bill Your Patients --Market Your Practice --Build a Patient Base --Prevent Malpractice Suits --Keep an Eye on the Goal With checklists, sample letters and doctor's office forms, Start Your Own Medical Practice teaches you all the things they didn't in medical school and gives you the

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confidence to go out and do it on your own.

### **The Lost Art of Healing**

In the quarter-century that Victoria Sweet has been a doctor, 'healthcare' has replaced medicine, 'providers' look at their laptops more than at their patients, and the ruthless pursuit of efficiency has vanquished the effectiveness of treatment. Victoria Sweet knows that there is an alternative way, because she has lived and practised it. In her new book, she reflects with compassion, wit, and profound insight on experiences drawn from her time in medical school, internship, and residencies, the path to the 'slow medicine' in which she has been pioneer and inspiration.

### **Transforming Health Care Scheduling and Access**

Praise for Public Health and Social Justice "This compilation unifies ostensibly distant corners of our broad discipline under the common pursuit of health as an achievable, non-negotiable human right. It goes beyond analysis to impassioned suggestions for moving closer to the vision of health equity." —Paul Farmer, MD, PhD, Kolokotronis University Professor and chair, Department of Global Health and Social Medicine, Harvard Medical School; co-founder, Partners In Health "This superb

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book is the best work yet concerning the relationships between public health and social justice." —Howard Waitzkin, MD, PhD, Distinguished Professor Emeritus, University of New Mexico "This book gives public health professionals, researchers and advocates the essential knowledge they need to capture the energy that social justice brings to our enterprise." —Nicholas Freudenberg, DrPH, Distinguished Professor of Public Health, the City University of New York School of Public Health at Hunter College "The breadth of topics selected provides a strong overview of social justice in medicine and public health for readers new to the topic." —William Wiist, DSc, MPH, MS, senior scientist and head, Office of Health and Society Studies, Interdisciplinary Health Policy Institute, Northern Arizona University "This book is a tremendous contribution to the literature of social justice and public health." —Catherine Thomasson, MD, executive director, Physicians for Social Responsibility "This book will serve as an essential reference for students, teachers and practitioners in the health and human services who are committed to social responsibility." —Shafik Dharamsi, PhD, faculty of medicine, University of British Columbia

### **Outsmart Your Genes**

In concierge medicine, physicians develop amenities-rich membership programs and collect a monthly or annual membership fee to pay for the amenities in addition to the medical services rendered. Handbook of Concierge Medical Practice

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Design examines the many considerations physicians must make prior to transitioning their practices into concierge services. Maria K. Todd, a recognized expert in concierge medicine, branding, consulting, healthcare, marketing, medical tourism, planning, and physician practice administration, explains how to set up a concierge practice. She describes how this new business model affects workflow and outlines financial considerations—including managed care payer relations, the hybrid practice, and predictive modeling—to uncover the hidden factors that affect bottom-line performance. The book supplies readers with models for creating a business plan and a strategy for transforming a practice into a concierge practice. It concludes by covering the legal aspects of creating a concierge practice. It includes patient acquisition and retention strategies as well as detailed plans for adding additional doctors and physician extenders, such as nurse practitioners and physician assistants. The book provides sample employment contracts and advice on how to select and work with consultants. It includes chapters on business process re-engineering, workflow management, financial considerations, competitive analysis, developing a business plan, and how to market the new practice.

### **The Fragmentation of U.S. Health Care**

"You will never regret being a doctor IF you work only for patients. But if you don't work only for patients, you will regret your decision in the end." Dr. T.L., Concierge

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Physician, California Whether you're the owner of an existing medical practice or looking for guidance and advice to start your own concierge medicine or cash-based practice, The Doctor's Guide To Concierge Medicine helps you discover an old-fashioned delivery model of medicine in a modern economy. It will help you follow important steps required for conducting business, set realistic expectations and grow your practice by following in the steps and advice relayed directly to us by physicians across the country over the past decade. What You'll Learn: Physician expertise shared by over two dozen successful industry leading Concierge Medicine doctors and Direct Primary Care physicians; Advice on choosing the right business model; Legal information to help you play by the rule; Guidance on business planning and launch; Hints for effective patient communication and proven strategies to acquire new patients; Marketplace research; latest policy updates and so much more!

### **Catastrophic Care**

Print+CourseSmart

### **Emerging Technologies in Healthcare**

Medical Parenting is the essential guide for parents to take control of their child's

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health, from choosing a pediatrician to helping children transition into adulthood. As one of America's Top Doctors™, a mother of two grown children, and a physician and surgeon with over 25 years' experience, Dr. Jones understands that there is no greater responsibility as a parent than ensuring your child's optimum health. With so much information out there, it can be hard to navigate the medical system. Medical Parenting walks parents through a myriad of scenarios involving children's health, from choosing that first pediatrician to chronic illness and surgery to nutrition and binge drinking in teenagers, so parents feel confident in their decisions and learn self-care along the way. More than just a medical system how-to, Medical Parenting is told from a physician and mother's perspective to include heartfelt stories from Dr. Jones' own journey of self-discovery. Dr. Jones helps parents connect with their children on a personal level as they grow towards adulthood and find their way through the maze of the medical system today.

### **The Soul of Enterprise**

Recent changes in healthcare delivery as mandated by the Patient Protection and Affordable Care Act are forcing providers to focus on technology as a way to improve the health of the population, while engaging patients and encouraging them to take accountability for maintaining their own health. One way of doing this is through the use of mobile health (mhealth) technologies that allow physicians to monitor patients in real time and access important medical records from



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anywhere. Connecting millions of patients with caregivers like never before, mhealth technology is changing healthcare delivery for good. Emerging Technologies in Healthcare provides detailed descriptions of the latest mhealth technologies. It outlines the role of mhealth for self-care and remote care and describes the differences between telemedicine, telehealth, and telecare. The book justifies the use of mhealth technology for meeting regulatory standards of care and explains how analytics and social media are being used to improve the delivery of healthcare. It addresses healthcare reform and risk management in healthcare and concludes by discussing future directions for healthcare technologies. The book is written by a leader in the application of analytics in the healthcare industry. Her extensive background in nursing and hospital administration provides her with the opportunity to share unique insights on how to apply technology and innovation to improve the management of today's healthcare systems.

### **The Green Medicine Chest**

According to Transforming Health Care Scheduling and Access, long waits for treatment are a function of the disjointed manner in which most health systems have evolved to accommodate the needs and the desires of doctors and administrators, rather than those of patients. The result is a health care system that deploys its most valuable resource--highly trained personnel--inefficiently,

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leading to an unnecessary imbalance between the demand for appointments and the supply of open appointments. This study makes the case that by using the techniques of systems engineering, new approaches to management, and increased patient and family involvement, the current health care system can move forward to one with greater focus on the preferences of patients to provide convenient, efficient, and excellent health care without the need for costly investment. Transforming Health Care Scheduling and Access identifies best practices for making significant improvements in access and system-level change. This report makes recommendations for principles and practices to improve access by promoting efficient scheduling. This study will be a valuable resource for practitioners to progress toward a more patient-focused "How can we help you today?" culture.

## **Textbook of Family Medicine**

Douglas Farrago MD uses the insights he has learned from twenty years of being a family physician, his vast connection to DPC docs from around the country and his own odyssey into Direct Primary Care that he used to create an incredibly successful practice in the central Virginia area. He teaches you the secrets you need to know to fill your practice as well as laying the groundwork into making your office great so patients are clamoring to get in.

## **AARP Roadmap for the Rest of Your Life**

Should we pay children to read books or to get good grades? Should we allow corporations to pay for the right to pollute the atmosphere? Is it ethical to pay people to test risky new drugs or to donate their organs? What about hiring mercenaries to fight our wars? Auctioning admission to elite universities? Selling citizenship to immigrants willing to pay? In *What Money Can't Buy*, Michael J. Sandel takes on one of the biggest ethical questions of our time: Is there something wrong with a world in which everything is for sale? If so, how can we prevent market values from reaching into spheres of life where they don't belong? What are the moral limits of markets? In recent decades, market values have crowded out nonmarket norms in almost every aspect of life—medicine, education, government, law, art, sports, even family life and personal relations. Without quite realizing it, Sandel argues, we have drifted from having a market economy to being a market society. Is this where we want to be? In his *New York Times* bestseller *Justice*, Sandel showed himself to be a master at illuminating, with clarity and verve, the hard moral questions we confront in our everyday lives. Now, in *What Money Can't Buy*, he provokes an essential discussion that we, in our market-driven age, need to have: What is the proper role of markets in a democratic society—and how can we protect the moral and civic goods that markets don't honor and that money can't buy?

## **Women's Neurology**

The author draws on his forty years of experience as a physician to call for a new appreciation of the importance of the doctor-patient relationship and of the art rather than the technology of medicine

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