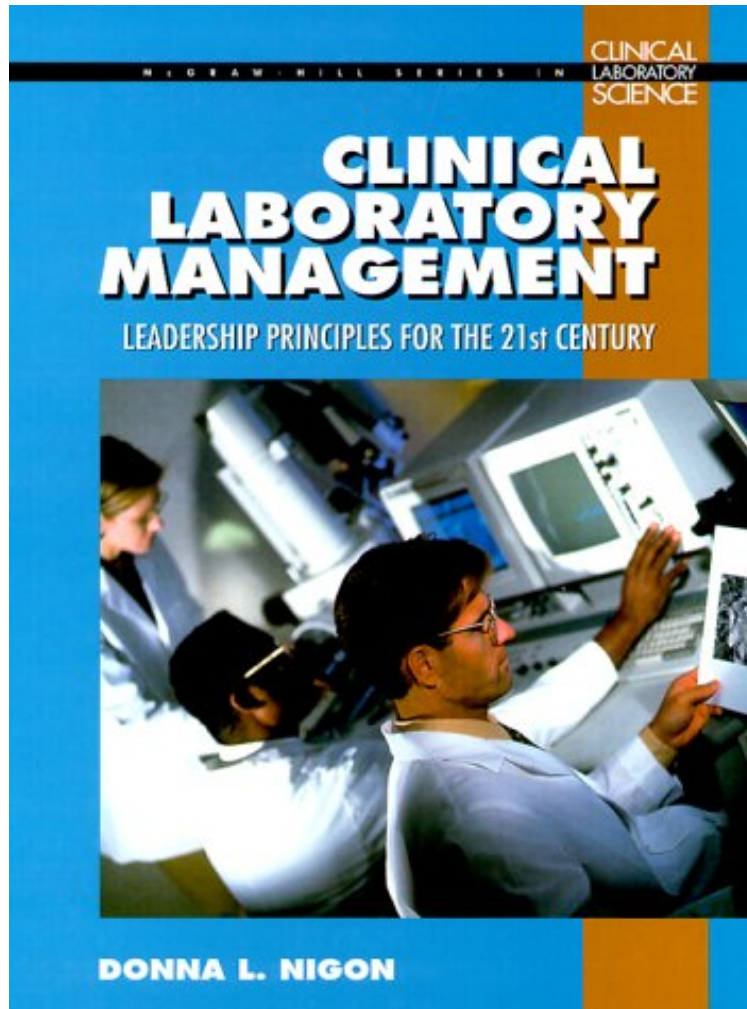


Clinical Laboratory Management Handbook : Leadership Principles for the 21st Century

Donna L. Nigon, MT Donna Nigon B.A.
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Over the past twenty years, laboratories have evolved from isolated, purely technical departments into integral segments of broader provider systems. Excelling in this new environment requires business knowledge, management

skills, and marketing savvy in addition to the age-old prerequisites of clinical competence and technical expertise. This new book imparts these skills and much more. Addressing both emerging needs in the curriculum and the new demands upon practitioners, the text concentrates on critical issues of lab management including strategic thinking and planning, maximizing reimbursement, practical financial issues, compliance with governmental regulations, optimizing productivity and much more.

"The book is a practical approach to the 21st century laboratory management."This easily readable text presents information in a fashion that is readily understandable by both the student and the experienced laboratory manager."The book contains a wealth of information, and each chapter stands alone."I recommend everyone involved in laboratory management be familiar with this book..."From the Back CoverIt takes more than technical know-how and clinical expertise to successfully manage a clinical laboratory. Clinical Laboratory Management offers the essential business knowledge, management skills, and marketing savvy required to come out ahead in today's environment. Focused on success under managed care, this practical guide promotes winning business practices grounded in integrity, high standards, and forward-thinking leadership. Clinical Laboratory Management covers everything you need to plan strategically for your laboratory. And it gives you step-by-step guidance in developing a coherent, balanced business plan. Written by a top consultant in laboratory management, this just-in-time guidebook: provides hands-on help with meeting the new demands on practitioners, including day-to-day financial issues such as maximizing reimbursement; presents useful models for organizing and structuring an efficient, well-running clinical laboratory; gives you crystal-clear guidelines, with case studies, of personnel policies that optimize productivity; delivers tools for managing issues of governmental regulation and accreditation; contains useful advice on the creation and maintenance of a customer-service climate.