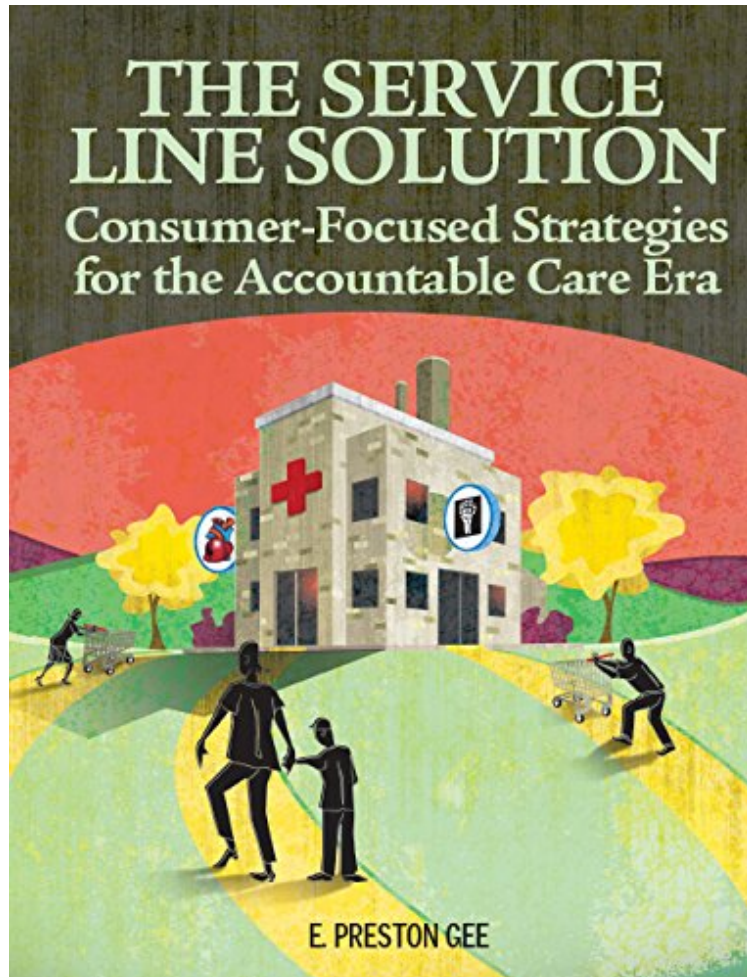


[FREE] The Service Line Solution: Consumer-Focused Strategies for the Accountable Care Era

The Service Line Solution: Consumer-Focused Strategies for the Accountable Care Era

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Develop a profitable service line in an era of accountable health The Service Line Solution offers healthcare executives the necessary steps and proven best practices for developing the consumer-oriented service lines they need to succeed in a world of new market realities, including the shift from fee-for-service and the migration to a retail medicine model. The book reveals the strategic advantages of using the service line construct in a hospital or

healthcare system, in light of the mandate for accountable care. In it, senior hospital executives, directors, and managers will learn the essential road map to developing effective service lines in the face of the radical healthcare change occurring as a result of these new laws. Author E. Preston Gee, VP of strategic marketing for CHRISTUS Health, has not only educated numerous organizations on effective service line strategies, but he has developed and executed on those strategies in his former position as senior VP of strategic planning and marketing at Trinity Health. This resource will help you: - Understand the strategic advantages of using the service line construct in your hospital or healthcare system, in light of the mandate for accountable care - Decide the best managerial structure for your service lines - Determine the value of having dedicated service line managers in your organization - Create a competitive mind-set that focuses sharply on newly empowered healthcare consumers - Review your existing service line strategy to address the healthcare sea change occurring as a result of the Affordable Care Act - Consider important market realities, including the shift from fee-for-service and the migration to a retail medicine model What's New? Every chapter has been updated to reflect significant changes in the healthcare industry. Key new topics include: - Issues for service lines related to the migration to a retail medicine model - Using service lines as a vehicle for bundled payments via direct service line contracts - Insights from industry insiders who have revamped or begun to revamp their service line strategic plans - Lessons learned from the Massachusetts experience - The challenges posed by the evolution of the healthcare market into a consumer-driven environment - Why health leaders who embrace change and revise the marketing model to reflect this new retail world order will succeed Take a look at the Table of Contents Introduction Chapter 1: Service line management: New landscape, solid model Chapter 2: The accepted rules for service line success Chapter 3: Defining services lines in the hospital setting Chapter 4: Why metrics matter Chapter 5: Identify the "four core" (service lines) Chapter 6: Organizing for profitability and customer/patient proximity Chapter 7: Service lines as the basis for bundled payment Chapter 8: The critical need for disciplined planning Chapter 9: The shifting sands of competition, collaboration, and partnership Chapter 10: Refreshing the service line portfolio Chapter 11: Thriving on challenge and change Chapter 12: Service line execution and population health

About the Author E. Preston Gee is a recognized thought leader in the health industry, currently serving as the VP of strategic marketing for CHRISTUS Health in Irving, Texas. He has held senior leadership positions at some of the largest non-profit and for-profit health systems in the nation. The author of 10 books and numerous articles on healthcare strategy and trends, Gee is a frequent speaker at leading conferences on topics ranging from healthcare reform to consumer-focused strategies.