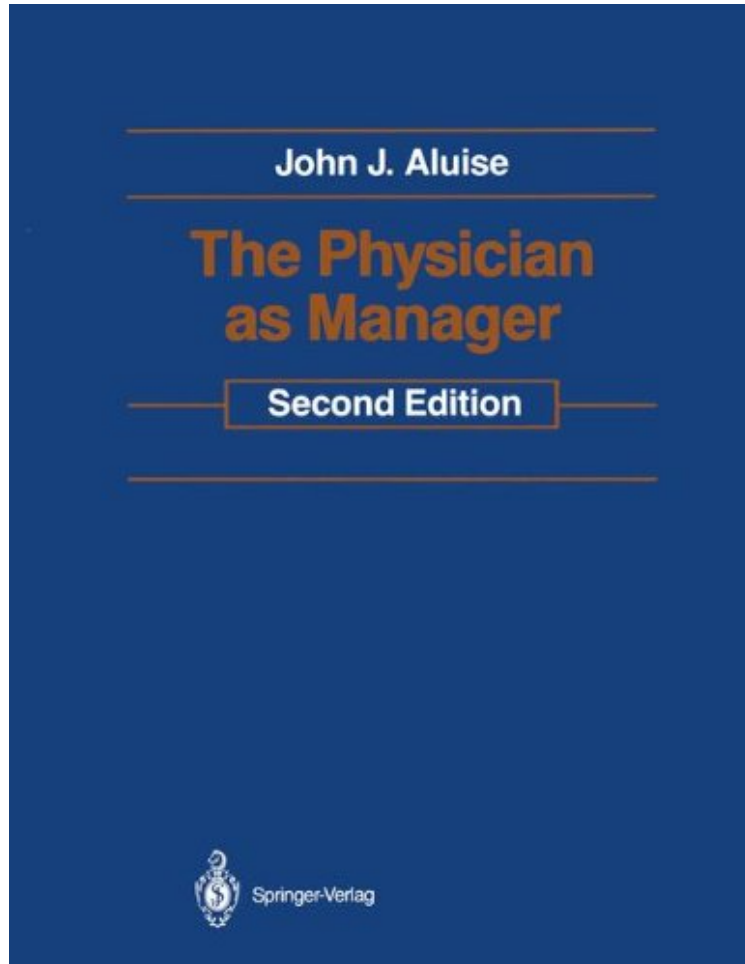


The Physician as Manager

John J. Aluise

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John J. Aluise : The Physician as Manager before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Physician as Manager:

medical-legal affairs, automated systems, and THE PHYSICIAN AS MANAGER OFFERS public relations. PHYSICIANS AND OTHER HEALTH PROshy; In the past, physicians relied on their clinishy; FESSIONALS A PRACTICAL GUIDeshy; cal competence and professional reputation to BOOK TO UNDERSTAND THE ECOshy; NOMIC AND MANAGEMENT CONCEPTS build and maintain their practices. Although RELEV ANT TO MEDICAL PRACTICE. these attributes are still necessary, other issues such as accessibility, quality assurance, cost The changing patterns of medical practice have containment, and health maintenance are growthy; brought with them the need for physicians to ing in importance. Although many traditionalshy; have a basic understanding of

managementists in medicine resist the pressure to become principles and their applications to medical competitive, physicians and other health pros; practice and the health care field. As insurance professionals now have the opportunity to design companies, health maintenance organizations, an innovative health care system. Industry and government agencies, and industry become mash; government want to join forces with the medish; job influences on the delivery and financing of health care field to resolve the problem of unprecise; medical care, the once exclusive doctor-patient centered rising health care costs. If physicians are relationship is being modified by contractual to function at an executive level, they will need agreements with third-party payers. Physicians to expand their professional competency to industry; are no longer the sole authority in their field.