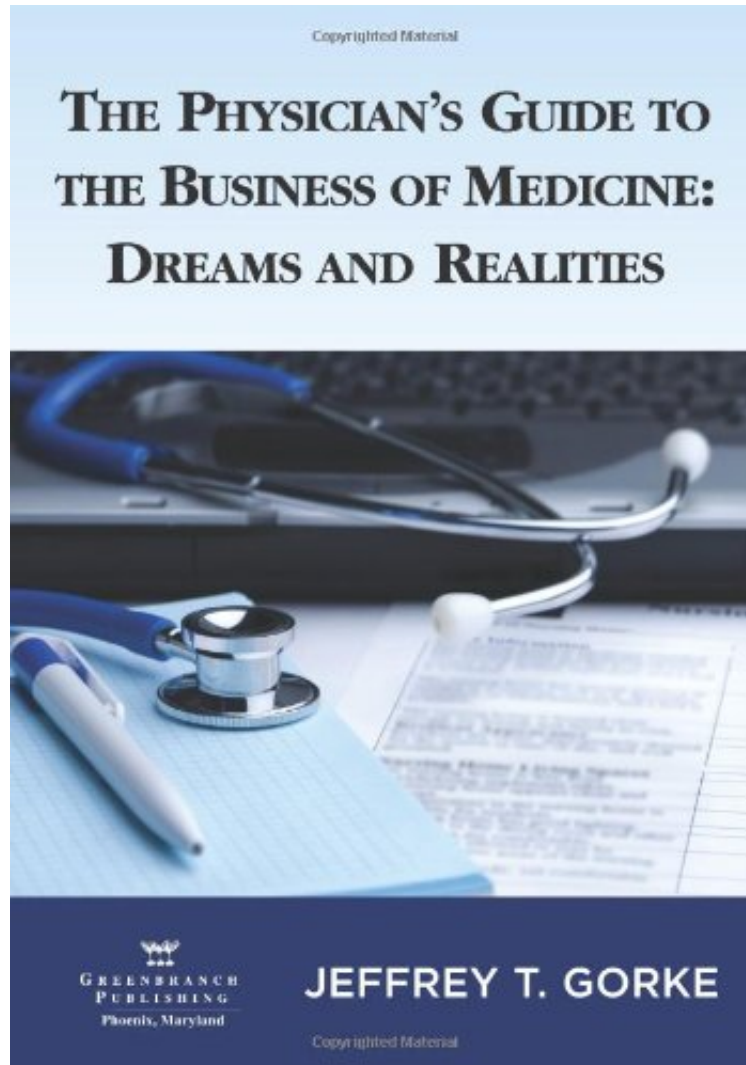


The Physician's Guide to the Business of Medicine: Dreams and Realities

Jeffrey T. Gorke

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Jeffrey T. Gorke : The Physician's Guide to the Business of Medicine: Dreams and Realities before purchasing it in order to gage whether or not it would be worth my time, and all praised The Physician's Guide to the Business of Medicine: Dreams and Realities:

1 of 1 people found the following review helpful. Too bad this book was not available when I was a resident! By K. Cohn This 149-page book is a treasure trove of useful information that I recommend for physicians at all stages of their careers who want to understand what previously only their managing partner and business manager knew. It contains

sections on:- the job search- practice economics- insurance companies- a job search checklistThe last section (Appendix 2) is a 7-page guide with all the important questions physicians should ask when evaluating a new job. The author takes generally dry material and enlivens it with exhibits, graphs, and nine "fun, educational anecdotes." I especially liked his parting wisdom (p. 137):- Keep your expenses in check, knowing that reimbursement is likely to decline- Avoid romantic encounters with staff members- Love what you do, and do what you love- Pay attention to family and friends that matter because your job never loves you backMy only regret after reading this book is that such a book was not available as mandatory reading during my residency, back in a previous century. I know that you will enjoy the content and the author's engaging writing style. Kenneth H. Cohn, M.D., MBA, author of *Better Communication for Better Care: Mastering Physician-Administration Collaboration and Collaborate for Success! Breakthrough Strategies for Engaging Physicians, Nurses, and Hospital Executives*, [...] 1 of 1 people found the following review helpful. Must have for Physicians and Administrators By Nancy Babbitt This is an excellent resource not only for residents but any Physician looking for a good fit for their quality of life. Physicians, established or not, looking to get into the business of medicine, for example; a managing partner position, will find this book will help them develop a good foundation for understanding the business of medicine and leading their Practice into the future. It is a must read for Administrators who are trying to recruit new Physicians. It is a short - fun read with many good stories from real life situations! Happy Reading! Nancy Babbitt, FAMCPE, Administrator, Roswell Pediatric Center, P.C.

Ready to find the right medical practice or switch practices? This new book helps you identify the right fit to satisfy your dreams of practicing medicine and having a personal life, too. All young physicians (and practice administrators) dream of landing in a practice where they can use one hundred percent of their work day and skills to make a difference, and then go home on time. The reality, however, is a heavy workload, stressed staff, and frustrating requirements. It's easy to end up feeling stuck and dissatisfied. But by understanding the business of medicine upfront, physicians and administrators can make the right job choices to find a practice that fits them and then enjoy rewarding careers and satisfying personal lives. *The Physician's Guide to the Business of Medicine: Dreams and Realities* provides this critical know-how quickly, clearly and ready to use. Nationally known healthcare consultant Jeffrey Gorke translates his 20 years of experience into a winning playbook for joining, starting or running a dream practice. Packed with tips, insights and action-oriented tools, this fast-paced guide helps readers rapidly master the language, players, management structures and culture issues and use what they've learned to ask all the right questions in identifying, seeking and landing the absolute best job. Using this book is like earning an instant MBA degree in launching a medical career.

By Steven J. Isserman, MD, FACC, Western Piedmont Heart Centers... Jeff is able to simplify what may be one of the most important choices you will ever make. By Kenneth J. Lopez, Practice Administrator... Finally, there comes a book that prepares the freshly minted physician for the business side of the healthcare equation. Mr. Gorke's light, easy-to-digest style takes the reader through the entire process of determining and finding the right practice setting. -- Manuscript s By Julia C. Lewis, RN, MS, Practice Management Consultant... This book is a must read for every physician preparing to enter the complex world of private practice, regardless of the setting. By William (Bill) L. Hughes, CPA, CMPE, Administrator... Jeff has laid out a practical, logical, and systematic approach to help any physician identify, quantify, and evaluate potential new employers and future business partners. The illustrations, charts, and anecdotal information are easy to understand, shed light on traditionally difficult information, and keep the reader focused all the way through. -- Manuscript s By Micah R. Tepper, MD, FACC... Gorke first advises young physicians on how to find a job and negotiate an employment contract. He then explains the nuts and bolts of the business of medicine... This book is an excellent primer for any physician about to enter medical practice. -- Manuscript s About the Author Jeff Gorke is President and CEO of Castle Gate Management, a leading health care management advisory and IT firm. His two decades of experience encompass Medicare administration, managing a national medical society, and running a variety of large and small, single-specialty, privately-held medical group practices.