
Description:
Develop, implement, and evaluate health programs

The second edition of Health Program Management offers a practical and comprehensive introduction to the management of all stages of a health program. The text includes an overview of the most current best practices in the field and shows readers how to apply them to achieve successful results for their programs.

Throughout the book, the author puts the focus on three core management activities: developing/strategizing, designing, and leading health programs. In addition, Health Program Management describes key facilitative management activities that are integral to managing programs successfully: communicating, decision-making, managing quality, marketing, and evaluating programs.

Health Program Management explores how to move programs from initial development through evaluating the results achieved. The text contains cutting-edge information and incorporates classic concepts of management, including how to develop effective strategies that steer programs toward fulfilling their missions and accomplishing specific objectives. Recognizing the unique purposes of health programs, the text includes information on the three-pronged total quality approach: patient/customer focus, continuous improvement, and teamwork that has proven so effective when managing the provision of quality health services. In addition, the author covers both commercial marketing, so critical to program sustainability, and social marketing, which many programs use to accomplish their missions of improving health.

Written for students in public health, health services management, as well as the health professionals and leaders who want to prepare themselves for the challenges of managing health programs, Health Program Management provides a thorough and systematic overview of the essential information and techniques needed to manage health programs successfully.

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