

Attract Better Patients How To Position Yourself As The Go To Dentist For Higher Value Cases

Issues and Strategies for Nurse Leaders
Patient Education
Physician Practice Management (use Paperback Reprint 4432-1)
When Doctors Become Patients
Raving Patients
Hospital Management
Building a Magnetic Culture: How to Attract and Retain Top Talent to Create an Engaged, Productive Workforce
Dental Economics
Attract More Patients in the Next 6 Months Than in the Past 6 Years
Patient Power
Patient Safety
Asking the Right Questions to Get the Health Care You Need
Raving Patients
The Patient
The Ethics of Managed Care: Professional Integrity and Patient Rights
The Value of Information
Rays from the Rose Cross
Seminars in Nephrology
Surviving in Health Care
Aesthetic Plastic Surgery with DVD
Mental Health Nursing E-Book
The Cat - E-Book
Cash-Pay Healthcare
Lung Cancer
Business Aspects of Optometry E-Book
The Practice of Integrative Medicine
Patients with Passports
U.C. San Francisco News
Greed Versus Love
Modern Hospital
Current Therapy in Vascular and Endovascular Surgery E-Book
Reinventing Health Care
Clinical and Laboratory Manual of Implant Overdentures
Patients Beyond Borders Turkey Edition
Attract Better Patients
Prospering in the Business of Dentistry
The Influential Doctor
Health Psychology
Patient and Person
Marketing Implant Dentistry

Issues and Strategies for Nurse Leaders

Patient Education

The old-fashioned doctor, whose departure from the modern medical scene is so greatly lamented, was amply aware of each patient's personality, family, work, and way of life. Today, we often blame a doctor's absence of that awareness on moral or ethical deficiency either in medical education or in the character of people who become physicians. An alternative explanation, however, is that doctors are just as moral, ethical, and concerned as ever before, but that a vast amount of additional new information has won the competition for attention. The data available to the old-fashioned doctor were a patient's history, physical examination, and "personal profile," together with a limited number of generally ineffectual therapeutic agents. A doctor today deals with an enormous array of additional new information, which comes from X-rays, biopsies, cytology, electrographic tracings, and the phantasmagoria of contemporary laboratory tests, and the doctor must also be aware of a list of therapeutic possibilities that are both far more effective and far more extensive than ever before.

Physician Practice Management (use Paperback Reprint 4432-1)

When Doctors Become Patients

This collection provides a philosophical and historical analysis of the development and current situation of managed care. It discusses the relationship between physician professionalism and patient rights to affordable, high quality care. Its special feature is its depth of analysis as the philosophical, social, and economic issues of managed care are developed. It will be of interest to educated readers in their role as patients and to all levels of medical and health care professionals.

Raving Patients

A revised, updated edition of the bestselling nursing text promoting constructive interpersonal relationships. The latest edition of the ever-popular Patient and Person remains an authoritative guide to the practice and theory of developing interpersonal skills in nursing. This well known Elsevier nursing text has been fully revised and updated with new content and the latest research evidence, including an increased focus on empathy. The title of this vital communication text reflects its key point - that patients should be treated as people - a concept central to the provision of quality nursing care. Patient and Person, 5th edition systematically addresses the theoretical, practical and personal dimensions of relating to patients, and provides guidelines for determining when and how to act. Maintaining the book's practical, applied focus, nurse and academic Jane Stein-Parbury has included real-life stories to support and illustrate theoretical information. There are also over 50 learning activities to help develop the skills and concepts discussed. A revised chapter on considering culture reflects contemporary thinking about culture and health, focusing on the clash of cultural values between healthcare organisations and patients. A revised chapter on challenging interpersonal encounters with patients addresses the increasingly reported issue of patient anger and aggression, looking at how nurses can approach responsive and assertive interpersonal skill development to best resolve challenging negotiations. Increased discussion of empathy throughout the text. Key concepts and research highlights are included in each chapter to add depth and context.

Hospital Management

Building a Magnetic Culture: How to Attract and Retain Top Talent to Create an Engaged, Productive Workforce

With contributions from internationally recognized experts, Lung Cancer details the current management of lung cancer and reviews new therapies in development for lung cancer, with an emphasis on therapeutic exploitation of the heterogeneous nature of lung tumors at the molecular level. Coverage includes discussion of multiple new agents that have been shown to

impact overall survival as well as articles covering molecular biology of lung cancer, chemotherapy regimens for lung cancer, the emergence of maintenance therapy, the complexity of radiotherapy in the chest, the impact of adjuvant chemotherapy for resected non-small cell lung cancer, surgical considerations for early-stage lung cancer, and more. This book is a valuable tool for clinicians, nurses, researchers, medical students, residents, and fellows. Emerging Cancer Therapeutics features: Editorial board of nationally recognized experts across the spectrum of Cancer Therapeutics In-depth, up-to-date expert reviews and analysis of major new developments in all areas of Cancer Therapeutics Issues edited by an authority in specific subject area Focuses on major topics in Cancer Therapeutics with in-depth articles covering advances in clinical and translational research developments, as well as clinical applications and experience Emphasizes multidisciplinary approaches to research and practice

Dental Economics

In Raving Patients, Dr. Len Tau, a practicing dentist in Philadelphia and online reputation specialist, shares simple tips and best practices to become visible and demonstrate credibility online. Dental practices waste thousands of dollars and hundreds of hours trying to find new patients using methods that may have worked decades ago but no longer work today. Raving Patients teaches dentists how to get exponentially better marketing results for a fraction of the time and money using a simple combination of online and offline reputation marketing strategies that take only minutes to implement. The strategies within Raving Patients help dental practices rise up search engine results when patients in their area search for new dentists. Dr. Tau also presents proven methodologies that help dental practices stand out as the practice of choice in their area. This generates a steady flow of patients who are more likely to move forward with treatment recommendations than other dental marketing strategies.

Attract More Patients in the Next 6 Months Than in the Past 6 Years

A physician's guide to the trends that are changing medical practice. Written by a clinical physician who understands both medicine and business, this book can help physicians understand the changes in health care, and reasons for them. It will guide in formulation of a plan to survive and practice in today's environment, and in the future. 34 illus.

Patient Power

Count on this complete guide to setting up and managing an optometric practice! Business Aspects of Optometry covers everything related to the business side of a practice — such as selecting a location and staff, equipping the office, office administration and personnel management, marketing, options for a specialty practice, controlling costs, billing and

reimbursement, risk management, and financial planning. To succeed in practice, this is the one resource you need! Unique! Expert authors are practice management educators who teach the course in optometry schools. A logical organization makes it easy to find practical information on managing your own practice or purchasing your own practice. Coverage of different types of ownership includes self-employment, individual proprietorships, partnerships, and corporations. Coverage of cost control issues compares the selection and use of an optical laboratory versus an in-house finishing lab. Risk management and insurance coverage provides an overview of personal, life, liability, and disability insurance. Coverage of financial planning and tax reporting discusses topics including IRAs, retirement plans, estate planning, and personal and business tax issues. Bulleted lists, tables, figures, and boxes help you locate valuable information quickly. Checklists provide a logical progression in completing tasks. NEW chapters expand the book's scope of coverage, and include these topics: Personal and professional goal setting Resumes and interviews Debt management Principles of practice transfer Ethics Quality assurance Specialty practice Vision rehabilitation Coding and billing Financial decision making Exit strategies

Patient Safety

Asking the Right Questions to Get the Health Care You Need

Sarafino draws from the research and theory of many disciplines in order to show psychologists how psychology and health affect each other. Health Psychology: Biopsychosocial Interactions, 8th Edition is updated to include new research and data. New discussions are included on health care systems. Significant new information is also presented on prevention and intervention, especially for teens' risky behaviors. In addition, international examples are included to broaden the psychologist's view of health issues around the world and highlight what works in the field.

Raving Patients

Can your employer require you to travel to India for a hip replacement as a condition of insurance coverage? If injury results, can you sue the doctor, hospital or insurer for medical malpractice in the country where you live? Can a country prohibit its citizens from helping a relative travel to Switzerland for assisted suicide? What about travel for abortion? In Patients with Passports, I. Glenn Cohen tackles these important questions, and provides the first comprehensive legal and ethical analysis of medical tourism. Medical tourism is a growing multi-billion dollar industry involving millions of patients who travel abroad each year to get health care. Some seek legitimate services like hip replacements and travel to avoid queues, save money, or because their insurer has given them an incentive to do so. Others seek to circumvent prohibitions

on accessing services at home and go abroad to receive abortions, assisted suicide, commercial surrogacy, or experimental stem cell treatments. In this book, author I. Glenn Cohen focuses on patients traveling for cardiac bypass and other legal services to places like India, Thailand, and Mexico, and analyzes issues of quality of care, disease transmission, liability, private and public health insurance, and the effects of this trade on foreign health care systems. He goes on to examine medical tourism for services illegal in the patient's home country, such as organ purchase, abortion, assisted suicide, fertility services, and experimental stem cell treatments. Here, Cohen examines issues such as extraterritorial criminalization, exploitation, immigration, and the protection of children. Through compelling narratives, expert data, and industry explanations *Patients with Passports* enables the reader to connect with the most prevalent legal and ethical issues facing medical tourism today.

The Patient

The Ethics of Managed Care: Professional Integrity and Patient Rights

The Value of Information

A large percentage of skilled dental professionals lack the tools and comfort level required to market themselves and their dental implant practices effectively. As a consequence, these dental professionals miss several opportunities to help patients and grow their business. Even those who recognize the need for marketing often don't have the experience or training to do so effectively. *Marketing Implant Dentistry* meets this need by giving dentists the tools to better market and promote their practices and to gain case acceptance. *Marketing Implant Dentistry* presents proven approaches for attracting dental implant patients and demonstrates the use of successful communication skills, including verbal and visual aids. This book details multiple examples of patient friendly and professional letters for use in targeting both new implant patients and professional referral sources. Readers will learn the benefits of adopting non-traditional approaches such as hosting patient education seminars, as well as cultivating professional relationships with the medical community (physicians) for the purposes of generating untapped referral relationships. Best practices in internet and social media marketing, specific to implant dentistry, are also demonstrated so practices can make the most out of these low-cost opportunities. Improve case presentation techniques using visual aids, empathy, and concise phrasing. Gain more referrals through general dentists and medical doctors in a range of specialties. Learn the importance of marketing to an untapped database of patients with missing teeth. Take advantage of web marketing and social media sites.

Rays from the Rose Cross

Seminars in Nephrology

Current Therapy in Vascular and Endovascular Surgery is an ideal medical reference book to consult for information in this ever-changing field! Thoroughly revised to reflect the most recent innovations in vascular and endovascular surgery, it features more than 150 chapters on topics new to this edition, and equips residents and practitioners alike with the latest procedures and techniques in this rapidly growing area. Internationally recognized experts present expanded coverage of a wide array of topics, keeping you abreast of all of today's developments! Consult this title on your favorite device, conduct rapid searches, and adjust font sizes for optimal readability. Quickly locate key information with concise, to-the-point chapters. Prepare for boards or certification exams through coverage that spans the entire spectrum of vascular surgery. Explore brand-new coverage of endovascular procedures and techniques. Learn from leaders in the field, including internationally recognized editors and numerous global experts in specialized disciplines. Access in-depth, detailed coverage of various vascular diseases, each sub-divided into discrete topics for a more focused approach. View procedures more clearly than ever before with the help of more than 800 full-color illustrations throughout.

Surviving in Health Care

Aesthetic Plastic Surgery with DVD

The book examines applications in two disparate fields linked by the importance of valuing information: public health and space. Researchers in the health field have developed some of the most innovative methodologies for valuing information, used to help determine, for example, the value of diagnostics in informing patient treatment decisions. In the field of space, recent applications of value-of-information methods are critical for informing decisions on investment in satellites that collect data about air quality, fresh water supplies, climate and other natural and environmental resources affecting global health and quality of life.

Mental Health Nursing E-Book

CASH PRACTICE SUCCESS SERIEThe Influential Doctor is the marketing and sales playbook for physicians and wellness professionals who want to make a greater impact and increase their income through cash-pay services and recurring

income models. If you'd like to own or grow a successful practice or wellness center, the step-by-step marketing protocol inside this book will teach you how to clarify your message, establish your authority brand, and connect with patients who want and need what you have to offer. The healthcare industry is changing rapidly. Now, more than ever people are seeking expert medical care outside of the traditional insured network and we've aggregated over 10 years of experience studying and testing to identify what works at our facilities and for over 100 physician client practices around the world. Taken straight out of the playbook of our "5 Pillars of Cash Practice Success", the marketing and sales protocol outlined in this book contains a proven, time-tested system to attract and convert cash-paying patients into your medical or wellness center - even if you're just starting out. HealthOvators is dedicated to becoming the leading resource for independent physicians and wellness professionals who want the most current, authentic, and forward-thinking techniques and strategies. This guidebook by CEO JR Burgess defines an influential marketing and sales model to create a 7-figure cash practice that yields the impact, income, and independence you want and deserve for transforming lives through better care. Together we can redefine the healthcare system with measurable outcomes that improve the quality of life for our patient. You are the key to change. The time for next-level healthcare is now - this book shows you how.

The Cat - E-Book

Families experiencing the stress of a chronic or serious illness typically find themselves forced to make many life-altering decisions, and often with little time to contemplate the best course of action. This book serves as a practical guide to help what all of us will one day experience when we find ourselves sorting through the complex maze of obtaining good health care. Unlike other books written by doctors, nurses, and chaplains, this book comes from the perspective of a social worker who knows first hand the struggles families experience with obtaining the right information so that good decisions can be made. Written with the idea in mind that the reader may be experiencing an exorbitant amount of stress, the book is laid out in direct, straightforward, and easy language to help with the following: good communication with the health care team establishment of goals for care and getting everyone on board the different ways to ensure you're heard when you can't speak for yourself what to do (and not to do) during a hospitalization the secrets to selecting a good nursing home what to do when someone refuses to go to a nursing home choices available when a situation becomes terminal how to help prevent a financial crisis during a health crisis ways to get needed medications when you can't afford it This is a book that all of us will need someday if not now.

Cash-Pay Healthcare

Aesthetic Plastic Surgery - edited by Sherrell J. Aston, MD, Douglas S. Steinbrech, MD and Jennifer L. Walden, MD - brings you the masterful expertise you need to achieve breathtaking outcomes for every cosmetic surgery procedure, including

MACS lift, endoscopic mid and lower face rejuvenation, lid/cheek blending - the tear trough, cohesive gel breast augmentation, lipoabdominoplasty, and many more. A "who's who" of international authorities in plastic surgery explain their signature techniques, giving you all the know-how you need deliver the exceptional results your patients demand. Operative videos on DVD let you observe these techniques being performed in real time; and Expert Consult online access enables you to reference the text, download the images, and watch the videos from any computer. Coverage of hot topics includes MACS lift, endoscopic mid and lower face rejuvenation, lid/cheek blending - the tear trough, the newest rhinoplasty techniques, cohesive gel breast augmentation, fat grafting techniques, details of the latest injectables and fillers, and many other highly sought-after procedures. Operative videos - on DVD and online - let you see how leading experts perform more than 50 important techniques, including extended SMAS face lift, traditional inverted-T breast augmentation, and lipoabdominoplasty. Nearly 1600 full-color photographs and illustrations demonstrate what to look for and what results you will achieve. A consistent, extremely user-friendly organization guides you through history, evaluation, anatomy, technical steps, post-operative care, complications, and pearls and pitfalls for each procedure - giving you all the advice you need to make informed, effective decisions and avoid complications and disappointing results. Expert Consult online access allows you to reference the complete contents, perform rapid searches, download the images, and watch the operative videos from any computer. Your purchase entitles you to access the web site until the next edition is published, or until the current edition is no longer offered for sale by Elsevier, whichever occurs first. If the next edition is published less than one year after your purchase, you will be entitled to online access for one year from your date of purchase. Elsevier reserves the right to offer a suitable replacement product (such as a downloadable or CD-ROM-based electronic version) should online access to the web site be discontinued.

Lung Cancer

In Raving Patients, Dr. Len Tau, a practicing dentist in Philadelphia and online reputation specialist, shares simple tips and best practices to become visible and demonstrate credibility online. Dental practices waste thousands of dollars and hundreds of hours trying to find new patients using methods that may have worked decades ago but no longer work today. Raving Patients teaches dentists how to get exponentially better marketing results for a fraction of the time and money using a simple combination of online and offline reputation marketing strategies that take only minutes to implement. The strategies within Raving Patients help dental practices rise up search engine results when patients in their area search for new dentists. Dr. Tau also presents proven methodologies that help dental practices stand out as the practice of choice in their area. This generates a steady flow of patients who are more likely to move forward with treatment recommendations than other dental marketing strategies.

Business Aspects of Optometry E-Book

Some dentists go their entire careers without knowing what you're about to discover They spend countless hours and even years working like a crazy person to build the practice they want. And while they might be plenty "successful," that success comes at a steep price. Perhaps the price is the ball and chain feeling that keeps them in the office for way too many hours each day. Perhaps the price is the "trapped" feeling they feel--knowing that each day brings the very same daily grind with less than ideal patients. You have to keep the revenue coming in the door but the patients you're forced to work with just completely drain you by the end of the day. When your systems aren't setup to attract the right kind of patients and you spend your days listening to the "does insurance cover this?" kinds of questions--it can make you downright miserable. I know, because I talk to a lot of dentists just like that. Dentists that know there must be an easier and smarter way to attract better patients. The fact is, there is a better way. You arriving on this page shows me that you're interested in finding out exactly what that is.

The Practice of Integrative Medicine

Imagine marketing your practice and NOT getting the results you expected. After helping dentists with their marketing for years, we have seen it all, from dentists ranking #1 on Google with too few patients to offices that are flooded with unqualified patients. This book is for those dentists who are tired of either experience and want BETTER patients; patients that are loyal to your practice, appreciate quality and are willing to pay for it. The key to getting the kind of patients that will allow you to work fewer hours and earn more money is by positioning yourself as the go-to dentist in town. We share the first steps of marketing that you can do by yourself or hire professionals to do for you so you can be the authority in your market. In this book you will learn:* What factor allows brands to be priced as much as three times more than their competitors.* How to gain an advantage in the way patients view your online listing so that you will get more calls.* How a business should handle each of the four types of online reputation.* How to capitalize on social proof to get more and better patients.

Patients with Passports

This book narrates the experience of a physician working in the correctional system. It describes the difference in the modus operandum and the attitude of the two types of administrative personnel (public and private correctional health care). With true clinical cases, she uncovers the sad reality of the corruption existing in the private correctional facilities, where the main priority is the profit and not the patient.

U.C. San Francisco News

Comprehensive in scope and exclusively devoted to feline medical care, Dr. Susan Little's *The Cat: Clinical Medicine and Management* is an essential resource for anyone who provides complete, state-of-the-art care to cats. In one convenient volume, you'll find authoritative, clinically-focused information enhanced by full-color illustrations, tables, boxes, algorithms, key points, and much more — all in a format designed for quick access. Dr. Little and her expert contributors address the unique concerns and challenges facing the feline practitioner, including the latest advances in feline medical diagnosis and management and their clinical applications to everyday practice. User-friendly and complete, *The Cat* is also available as an e-book, giving you easy access to the complete, fully-searchable contents online. Covers the latest advances in feline medicine from a systemic and adjunctive care perspective. It's the most comprehensive feline medical reference available with a strong clinical focus. Helps you meet the increasing demand for state-of-the-art medical care by cat owners — including advanced diagnostic services and treatments designed to extend and improve quality of life for feline companions. Features a full-color design with hundreds of schematic drawings, tables, boxes, key points, algorithms, and photographs for quick and easy access to information. Addresses key topics unique to feline medicine and not currently covered in other books, including: insights and clinical advances attributable to the mapping of the feline genome; medical conditions associated with behavioral problems; managing the feline patient with co-existing and chronic disease; special medical problems and care considerations for the geriatric cat; environmental enrichment for the indoor cat; feline zoonotic agents and implications for human health; and shelter medicine and overpopulation solutions. Provides in-depth information on indoor cats and senior cats, including timely guidance on meeting owners' expectations for longer, healthier lives for their cats. Addresses the challenges of pet overpopulation, particularly the impact of millions of feral cats on public health and the environment. Presents information written in the manner of expanded conference proceedings, delivering the latest insights and most current approaches to management of feline medical disorders. Includes contributions from approximately 60 contributors, drawing on the valuable expertise of those most knowledgeable in the field of feline medical care. Bears the full endorsement of the Winn Feline Foundation, a non-profit organization that supports studies about cat health and funds feline research projects worldwide, and is internationally regarded as a major contributor to the health and wellbeing of all cats. The complete contents also are available online through Veterinary Consult.

Greed Versus Love

Turkey's superior healthcare infrastructure and relatively short flying times from Europe, the Middle East, and North America attract an estimated 200,000 medical tourists each year. *Patients Beyond Borders Turkey Edition* helps international patients plan a successful medical trip to the country. Written by the world's leading spokesperson on international health travel, it covers everything medical travelers need to know, from working with travel agents to an overview of Turkey's leading American-accredited hospitals to advice on budgeting for and planning a medical journey. Detailed descriptions and contact information of fully accredited Turkish hospitals that cater to the international patient,

along with specialties and Centers of Excellence, enable travelers to make educated decisions about their care. Also included is visitor and sightseeing information on Turkey and the region, with maps, illustrations, and 24 pages of color inserts showcasing Turkey's world-class facilities and attractions.

Modern Hospital

Health Sciences & Professions

Current Therapy in Vascular and Endovascular Surgery E-Book

Successfully Incorporate Integrative Medicine in a Wide Variety of Settings Practitioners, facilities, and researchers encounter repeated requests from patients regarding the use of complementary and integrative medicine (CIM) and there are few who do not know the benefits of its use. But the legal aspects of prescribing or denying CIM treatment are new and harder to navigate, requiring the guidance of lawyers, policy makers, and other practitioners. Based on interviews with over 20 health care providers and facilities who have successfully combined integrative medicine in their practices, this book outlines the pitfalls, legal road-blocks, and benefits of bringing complementary and integrative medicine into daily health care routines. Discover: What forces are driving the shift toward Integrative care The key legal issues governing individuals vs. institutions How established CIM institutions chose specific therapies, gained funding, and solved staffing issues The regulations for credentialing and how to comply Techniques for minimizing liability risks for institutions and individuals Strategies for effective informed consent Recommendations on dealing with the dietary supplement question

Reinventing Health Care

Clinical and Laboratory Manual of Implant Overdentures

For many doctors, their role as powerful healer precludes thoughts of ever getting sick themselves. When they do, it initiates a profound shift of awareness-- not only in their sense of their selves, which is invariably bound up with the "invincible doctor" role, but in the way that they view their patients and the doctor-patient relationship. While some books have been written from first-person perspectives on doctors who get sick-- by Oliver Sacks among them-- and TV shows like "House" touch on the topic, never has there been a "systematic, integrated look" at what the experience is like for doctors who get sick, and what it can teach us about our current health care system and more broadly, the experience of becoming ill. The psychiatrist Robert Klitzman here weaves together gripping first-person accounts of the experience of doctors who

fall ill and see the other side of the coin, as a patient. The accounts reveal how dramatic this transformation can be-- a spiritual journey for some, a radical change of identity for others, and for some a new way of looking at the risks and benefits of treatment options. For most however it forever changes the way they treat their own patients. These questions are important not just on a human interest level, but for what they teach us about medicine in America today. While medical technology advances, the health care system itself has become more complex and frustrating, and physician-patient trust is at an all-time low. The experiences offered here are unique resource that point the way to a more humane future.

Patients Beyond Borders Turkey Edition

Attract Better Patients

Attract top talent and energize your workforce with a MAGNETIC CULTURE “Sheridan outlines simple but powerful steps to take in creating and maintaining an organization that fosters an environment with similar attraction.” —Marshall Goldsmith, Ph.D., international bestselling author of *MOJO* and *What Got You Here Won't Get You There* “A compelling case for and guide to the creation of a high engagement/high performance workforce.” —Douglas R. Conant, retired president and CEO, Campbell Soup Company; New York Times bestselling author of *TouchPoints* “It's impossible for any company to have a monopoly on talent. But it is possible to have the best culture. Sheridan shares insights and best practices for creating an engaging culture where associates can grow and thrive.” —Frits van Paassche n, president and CEO, Starwood Hotels & Resorts Worldwide, Inc. “A long time ago I discovered that when employees are passionate about their work, customers are passionate about the company. Kevin Sheridan knows that secret too. His insights on finding the right people and getting them engaged can change your culture forever.” —Quint Studer, founder of Studer Group, 2010 Malcolm Baldrige National Quality Award recipient “This book is filled with practical ideas, illuminating case stories, and fresh perspectives to stir employee engagement in any organization.” —Pamela Meyer, Ph.D., author of *From Workplace to Playspace: Innovating, Learning and Changing through Dynamic Engagement* About the Book: The perils of a disengaged workforce are well known—low productivity, high employee turnover, and failure to meet organization-wide goals. Less well known is what to do about it. How do you create a workforce that is always ready, able, and eager to take the organization to the next level? You have to create a MAGNETIC CULTURE. As CEO of leading employee survey and HR consulting firm HR Solutions, Inc., Kevin Sheridan knows how it's done—and in *Building a Magnetic Culture*, he shares all his secrets. *Building a Magnetic Culture* explains what engages and motivates employees and how to create an environment in which employees can thrive. Drawing on years of research and real-world examples from his consulting experience, Sheridan gives you the strategies and tactics you need to transform your company by creating and sustaining a Magnetic Culture. Providing benchmarking

and best practices, as well as interviews with executives and HR professionals at companies that boast the highest levels of employee engagement, Sheridan outlines an easy-to-follow plan that: Attracts the most talented people—and retains them
Makes employees feel they are part of the value that their organization creates
Increases Employee Engagement and drives productivity
Boosts creativity and problem solving
According to HR Solutions' own employee survey results, actively engaged employees show four times more satisfaction in their work and are four times less likely to leave than disengaged employees are. Is there a reason not to make building a Magnetic Culture your top priority? Simply put, organizations that place a high value on actively cultivating a culture of engagement stand apart from their competition and enjoy superior business results.

Prospering in the Business of Dentistry

This text provides assistance to mid-level student practitioners in discussing with patients specific health care information related to their illnesses. Prevention and self-care are emphasized, with a focus on methods that will lead to improved patient understanding, increased patient compliance, and early recognition of problems by the patients. The authors emphasize the skills and knowledge needed to perform patient education specific to treatment options, prevention, and psychosocial issues. The book includes ways to select and personalize patient education material, and a step-by-step approach to managing noncompliant patients.

The Influential Doctor

Dr. Hamid Shafie's Clinical and Laboratory Manual of Implant Overdentures is a ground-breaking guide to this popular and effective treatment modality, which is increasingly seen as the standard of care for the fully edentulous patient. This highly practical step-by-step handbook provides the dentist and laboratory technician with essential instruction and sound clinical support, demystifying this complex subject through systematic evaluation of the available attachment systems to produce treatment plans to best suit the patient's needs.

Health Psychology

This new edition of Mental Health Nursing: an evidence-based approach has been fully updated to include the latest research-based guidance. A wide variety of client problems is covered with , so that students are assured that what they learn is underpinned by a sound evidence base for treatment, and qualified mental health nurses can be confident that their practice is informed by the most up-to-date research. Skills acquisition is emphasised and experiential exercises encourage connections between theory and practice. Based on up-to-date, evidence-based information Emphasises skills acquisition

Puts the nurse's role central to mental health care Contributors and editors are national and international experts in their fields Uses experiential exercises to reinforce learning and encourage connections from theory to practice

Patient and Person

This is a book for every healthcare practitioner-from every discipline-who is seeking to create a more meaningful, direct, and satisfying type of interaction with patients. At its foundation lies cash-pay healthcare and a return to the basic principles of commerce. You deliver services and products, and an experience that patients feel good about paying for with their hard-earned cash. This may involve a new payment structure, such as membership, concierge, hybrid, or direct pay; or it may be augmenting your business by adding new profit streams. It's simple, but not easy. In this breakthrough book, Dr. Mark Tager and Stewart Gandolf provide a practitioner's step-by-step guide to starting, growing and profiting from cash-pay healthcare. You'll find checklists, bulleted lists, helpful examples, and a guide to the best resources to help you along the way. No matter where you are along the continuum of generating additional revenue, you'll come away more confident and committed to growing your practice and serving your patients.

Marketing Implant Dentistry

This book provides readers with both a foundation of theoretical knowledge regarding patient safety as well as evidence-based strategies for preventing errors in various clinical settings. The authors' goal is to help clinicians and administrators gain the skills and knowledge they need to develop safe patient practices in their organizations. Key topics include: An overview of evidence-based best practices for patient safety Clear explanation of important patient safety policies and legislation Innovative uses of technology such as computerized provider order entry, barcoding medications, and computerized clinical decision support systems The importance of an informed patient in preventing medical errors How to communicate with the public and the patient about errors if they occur Special patient safety concerns for children, the elderly, and the mentally ill

[ROMANCE](#) [ACTION & ADVENTURE](#) [MYSTERY & THRILLER](#) [BIOGRAPHIES & HISTORY](#) [CHILDREN'S](#) [YOUNG ADULT](#) [FANTASY](#)
[HISTORICAL FICTION](#) [HORROR](#) [LITERARY FICTION](#) [NON-FICTION](#) [SCIENCE FICTION](#)