



# Strategic Practice Management, Second Edition (Audiology)

*Robert G. Glaser, Robert M. Traynor*

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This second edition of this informative text is an appropriate resource for any health care practitioner considering a start-up venture, purchasing an ongoing practice, reinventing their current practice or for those interested in sharpening their clinical service delivery model in the competitive arena that is today's health care marketplace.

Whether a student, an independent practitioner, a clinician employed in an Audiology-ENT practice, hospital-based, educational audiologist or managing a University-based Audiology clinic, this text contains critically important information essential to the operational and business management of your practice setting. The authors have decades of practical experience in their successful practices and have presented seminars on practice management throughout the country and abroad. Their insight and experience coupled with an assembly of contributors without peer in their respective fields, provides the reader with an enlightening resource on practice management including: developing an appropriate business plan; startup and long term planning; essential legal considerations; fiscal monitoring and methods to assess the ongoing financial health of the practice; reimbursement capture; patient and referral source management; human resource issues including compensation strategies and much more.

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