

Elektronische Beschaffung Im Krankenhaus Nutzung

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Patron-Driven Acquisitions Judith M. Nixon 2014-01-02 For over a decade, some academic libraries have been purchasing, rather than borrowing, recently published books requested by their patrons through interlibrary loan. These books had one circulation guaranteed and so appealed to librarians who were concerned about the large percentage of books selected and purchased by librarians but never checked out by their patrons. Early assessments of the projects indicated that patrons selected quality books that in many cases were cross disciplinary and covered emerging areas of scholarly interest. However, now we have a significant database of the ILL purchase records to compare these titles with books selected through normal methods. The projects described in this book present a powerful argument for involving patrons in the book selection process. This book looks at patron-driven acquisitions for printed books at Purdue University, the University of Nebraska-Lincoln and the University of Illinois, as well as exploring new programs that allow patrons to select e-books or participate in other innovative ways in building the library collections. This book was published as a special issue of Collection Management.

The Patient Room Wolfgang Sunder 2020-10 The patient room is the smallest cell of the hospital organism. Its layout determines the structure of the ward and is therefore a decisive factor for the entire building. Many requirements have to be met. The patient's sense of well-being can be positively influenced by the design: homely materials, an attractive view and sufficient privacy are important objectives. Equally important are the working conditions for the staff, especially short distances and an efficient care routine. Finally, even the risk of infection can be reduced by a conscientiously planned room layout. This publication provides a systematic overview of the design task patient room and shows exemplary solutions: both typologically and in selected case studies.

Leistungsportfolio von eProcurement Transaktionsplattformen. Alleinstellungsmerkmale und Charakteristika Anton Jakob 2020-08-31 Diplomarbeit aus dem Jahr 2009 im Fachbereich Gesundheit - Digital Health Management, Note: 2,0, Hochschule Osnabrück (Wirtschafts- und Sozialwissenschaften), Veranstaltung: Krankenhausmanagement, Sprache: Deutsch, Abstract: In dieser Arbeit werden die Leistungsportfolios der größten Transaktionsplattformen im deutschen Gesundheitswesen - Global Healthcare Exchange (GHX), Gesellschaft für Standardprozesse im Gesundheitswesen (GSG), Health Business Solutions (HBS) und Medical Columbus (MC) - dargestellt und kritisch analysiert. Die Ergebnisse zeigen, dass die untersuchten Dienstleister der Transaktionsplattformen zwar eine geringe Differenzierung im Kerngeschäft aufweisen, jedoch einige erhebliche Unterschiede in der Abwicklung von

Geschäftsprozessen, Datenmanagement, technischen Aspekten und nicht zuletzt auch Kosten zu beobachten sind. Die Ausweitung zur Internetnutzung ermöglicht es, immer mehr Krankenhäusern und ihren Lieferanten, ihre Beschaffungs- und Absatzaktivitäten elektronisch durchzuführen. Die gesamte Supply Chain von den Lieferanten über die Logistiker bis zu den Krankenhäusern wird dadurch effizienter gestaltet und kann durch die resultierende Transparenz bedarfsgerecht gesteuert werden. Gerade der Erfolg des eProcurement, mit enormen Potentialen zur Reduktion der Bestellabwicklungskosten, hat gezeigt, dass es bezüglich der absoluten Transaktionskosten ungünstig ist, mit jedem einzelnen Geschäftspartner eine eigenständige Vereinbarung hinsichtlich der eBusiness-Nutzung zu treffen. Derzeit verfolgen fast alle Geschäftspartner im Gesundheitswesen eine Strategie, bei der sie den Provider einer Transaktionsplattform als einen zusätzlichen Intermediär akzeptieren. Die bestehenden Transaktionsplattformen orientieren sich stark an den individuellen Bedürfnissen der Gesundheitsbranche und versuchen, sich als ein unverzichtbares Informations- und Transaktionsmedium zu etablieren. Über unterschiedliche Schnittstellen der Transaktionsplattformen können die Teilnehmer mit unterschiedlichen Materialwirtschaftssystemen auf bestimmte Funktionen, wie z.B. Beschaffung (Procurement), Absatz (Commerce) oder Mehrwertdienste (Value Added Services) zugreifen.

The Promise of New Technologies in an Age of New Health Challenges A.J. Maeder 2016-11-24 There is a changed emphasis in many health services, with conventional pressures such as budget and workforce constraints, combined with the indirect forces of social change and strategic direction, bringing about the need for more flexible approaches for the longer term. By enabling different care models and delivery channels, telehealth offers demonstrably effective and sustainable solutions for issues such as access to and quality of care. This book presents 18 papers delivered at the 5th Global Telehealth Conference, held in Auckland, New Zealand, in November 2016. The theme chosen for Global Telehealth 2016 is 'The Promise of New Technologies in an Age of New Health Challenges', and the papers included here cover a wide variety of topics, from theoretical and abstract contributions through to discussions of practical projects and highly specific applied contributions. The book also includes two invited papers which detail recent contributions to two global issues in which telehealth plays a major role: universal health coverage and personal health monitoring. With papers ranging in scope from computer assisted screening technology for diabetic retinopathy to behavior change through computer games, this book will be of interest to all those involved in the design and provision of healthcare services.

Medical Infobahn for Europe Arie Hasman 2000

Unternehmensberatung und Partizipation Peter Brückner-Bozetti 2015-05-20 Peter Brückner-Bozetti geht der Frage nach, welchen Einfluss die Partizipation der Mitarbeitenden auf den Beratungsprozess in Unternehmen hat und kann mit seiner Studie ein komplexes Ursache-Wirkungsgeflecht darstellen. Dabei thematisiert der Autor insbesondere die Bedeutung der Integration von Fach- und Prozesskompetenz, die konkrete Gestaltung von Partizipation sowie die Handlungsstrategien der Akteure in Beratungsprozessen. Als Bezugskontext wählt er den Markt für Krankenhausunternehmen. Durch die empirischen Analysen wird z.B. deutlich, dass die Beratung eher als erfolgreich bewertet wird, wenn die Voraussetzungen für einen partizipativen Prozess gegeben sind.

Loyalitätswettbewerb in der Patientenversorgung Sebastian Christian Keßel 2014-05-28 Die Treue von Patienten gegenüber ambulanten und stationären Leistungserbringern gilt inzwischen als unumstrittener strategischer Erfolgsfaktor im Wettbewerb um lukrative Fälle. Zentraler Einflussfaktor in einem solchen Loyalitätswettbewerb ist dabei die von Patienten wahrgenommene Qualität. Vor diesem Hintergrund zeigt Sebastian Keßel, dass Qualitätswahrnehmung und Loyalitätseinstellung von Patienten zwischen einweisendem Arzt, Krankenhaus und Fachabteilung übertragen werden. Die Befunde der Untersuchung

liefern Ansatzpunkte für ein differenziertes Loyalitätsmanagement auf Krankenhaus- und Fachabteilungsebene und ermöglichen Rückschlüsse hinsichtlich eines effektiven Einweisermanagements.

Risk Savvy Gerd Gigerenzer 2015-03-31 A new eye-opener on how we can make better decisions—by the author of *Gut Feelings* In this age of big data we often trust that expert analysis—whether it's about next year's stock market or a person's risk of getting cancer—is accurate. But, as risk expert Gerd Gigerenzer reveals in his latest book, *Risk Savvy*, most of us, including doctors, lawyers, and financial advisors, often misunderstand statistics, leaving us misinformed and vulnerable to exploitation. Yet there's hope. In *Risk Savvy*, Gigerenzer gives us an essential guide to the science of good decision making, showing how ordinary people can make better decisions for their money, their health, and their families. Here, Gigerenzer delivers the surprising conclusion that the best results often come from considering less information and listening to your gut.

Evaluation Methods in Medical Informatics Charles P. Friedman 2013-03-14 As director of a training program in medical informatics, I have found that one of the most frequent inquiries from graduate students is, "Although I am happy with my research focus and the work I have done, how can I design and carry out a practical evaluation that proves the value of my contribution?" Informatics is a multifaceted, interdisciplinary field with research that ranges from theoretical developments to projects that are highly applied and intended for near-term use in clinical settings. The implications of "proving" a research claim accordingly vary greatly depending on the details of an individual student's goals and thesis statement. Furthermore, the dissertation work leading up to an evaluation plan is often so time-consuming and arduous that attempting the "perfect" evaluation is frequently seen as impractical or as diverting students from central programming or implementation issues that are their primary areas of interest. They often ask what compromises are possible so they can provide persuasive data in support of their claims without adding another two to three years to their graduate student life. Our students clearly needed help in dealing more effectively with such dilemmas, and it was therefore fortuitous when, in the autumn of 1991, we welcomed two superb visiting professors to our laboratories.

Einweiserorientierung von Krankenhäusern Ines Leining 2014-08-25 Im umkämpften Krankenhausmarkt wird die Kundenorientierung zu einem wichtigen strategischen Erfolgsfaktor. Konkret bedeutet dies, dass für Kliniken Patienten und Angehörige, Kostenträger und vor allem niedergelassene Ärzte als Zielgruppe einer marktorientierten Unternehmensführung in den Vordergrund rücken. In diesem Zusammenhang spielt die Kenntnis von deren Präferenzen bezüglich der Leistungen und Angebote von Krankenhäusern eine große Rolle. Die vorliegende Arbeit untersucht die Präferenzen tatsächlicher und potentieller Einweiser bezüglich des Informations- und Kommunikationsangebots von Kliniken.

Zukunftsoffenes Krankenhaus - Ein Dialog zwischen Medizin und Architektur Robert Wischer 2007 Der Fortschritt der Medizin und der Heilpraktiken verlangen eine weitestgehende Flexibilisierung in der Planung von Krankenhäusern. Dies zeigt die langjährige Erfahrung der beiden Autoren und versierten Spezialisten Professor Wischer als Architekt und Professor Riethmüller als Mediziner und Betriebsplaner für Krankenhäuser. Die Lebensdauer von Krankenhäusern beträgt 50 Jahre und mehr. Eine derartig intensive Nutzung erfordert einen entsprechend sorgfältigen planerischen Umgang, denn nur so kann ein hohes Nutzerniveau bei ständig wechselnden Anforderungen erhalten bleiben. Das Handbuch ist mit seinem systematischen Aufbau und inkl. etwa 50 internationalen Beispielen ein verlässlicher Partner für Planer, Architekten, Ingenieure, Investoren, Mediziner und Krankenhausträger.

The Public Library Service Fédération internationale des associations de bibliothécaires et des

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bibliothèques. Section des bibliothèques publiques 2001 The International Federation of Library Associations and Institutions (IFLA) is the leading international body representing the interests of library and information services and their users. It is the global voice of the information profession. The series IFLA Publications deals with many of the means through which libraries, information centres, and information professionals worldwide can formulate their goals, exert their influence as a group, protect their interests, and find solutions to global problems.

Registries for Evaluating Patient Outcomes Agency for Healthcare Research and Quality/AHRQ 2014-04-01 This User's Guide is intended to support the design, implementation, analysis, interpretation, and quality evaluation of registries created to increase understanding of patient outcomes. For the purposes of this guide, a patient registry is an organized system that uses observational study methods to collect uniform data (clinical and other) to evaluate specified outcomes for a population defined by a particular disease, condition, or exposure, and that serves one or more predetermined scientific, clinical, or policy purposes. A registry database is a file (or files) derived from the registry. Although registries can serve many purposes, this guide focuses on registries created for one or more of the following purposes: to describe the natural history of disease, to determine clinical effectiveness or cost-effectiveness of health care products and services, to measure or monitor safety and harm, and/or to measure quality of care. Registries are classified according to how their populations are defined. For example, product registries include patients who have been exposed to biopharmaceutical products or medical devices. Health services registries consist of patients who have had a common procedure, clinical encounter, or hospitalization. Disease or condition registries are defined by patients having the same diagnosis, such as cystic fibrosis or heart failure. The User's Guide was created by researchers affiliated with AHRQ's Effective Health Care Program, particularly those who participated in AHRQ's DEClDE (Developing Evidence to Inform Decisions About Effectiveness) program. Chapters were subject to multiple internal and external independent reviews.

Hufeland's Art of Prolonging Life Christoph Wilhelm Hufeland 1853

Medikamentenlogistik Barbara Lausmann 2007-07 Diplomarbeit aus dem Jahr 2005 im Fachbereich BWL - Beschaffung, Produktion, Logistik, Note: 1,7, Technische Universität Berlin (Institut für Technologie und Management), 48 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Die vorliegende Arbeit will berpr fen, inwieweit die Unit-Dose-Versorgung als innovatives Modell in der internen Medikamentenlogistik f r einen Klinikverbund umsetzbar ist. Aufgrund der aktuellen Entwicklungen am Gesundheitsmarkt sind Kliniken dazu gezwungen, ihre interne Prozessorganisation zu optimieren, um eine gute Versorgungsqualit t zu einem wirtschaftlichen Preis anbieten zu k nnen. Nur dies sichert langfristig ihr Bestehen am Markt. Ein Schnittstellenbereich, der vom Krankenhausmanagement h ufig zu wenig Beachtung findet, da er nicht Teil der Kernkompetenz des Unternehmens - der medizinischen Versorgung - ist, wird in der vorliegenden Arbeit n her untersucht: die Krankenhauslogistik, hier insbesondere die Medikamentenlogistik. Um eine Entscheidung ber das optimale Patientenversorgungskonzept treffen zu k nnen, erfolgt zun chst die theoretische Darstellung der Konzepte, die aktuell zur internen Medikamentenlogistik verfolgt werden k nnen. Danach werden die Prozesse der internen Medikamentenlogistik, wie sie zurzeit im betrachteten Unternehmen vorzufinden sind, untersucht. Anschlie end wird aufgezeigt, wie sich die Prozesse durch die Implementierung des Unit-Dose-Konzeptes ver nderten. Eine wirtschaftliche Betrachtung stellt das aktuell angewendete Versorgungsverfahren dem Unit-Dose-Konzept gegen ber. Hierbei wird neben den quantitativen auch auf die qualitativen Vor- und Nachteile eingegangen. Abschlie end wird eine Empfehlung bez glich des Versorgungskonzeptes der internen Medikamentenlogistik f r den betrachteten Klinikverbund ausgesprochen und auf sich bereits jetzt abzeichnende zuk nftige Entwicklungen eingegangen.

Der Informationsbedarf von Patienten hinsichtlich der Krankenhausqualität Anke Simon 2010-11-19 Das Recht auf freie Krankenhauswahl hat ähnlich wie die freie Arztwahl eine große Bedeutung für Patienten. In ihrer empirischen Studie untersucht Anke Simon, welche Qualitätsinformationen von Patienten bei der Beurteilung der Krankenhausqualität aus der Vielzahl von potentiell möglichen Qualitätsindikatoren als besonders nützlich bzw. relevant angesehen werden - ein Aspekt, der insbesondere für die Krankenhäuser im zunehmenden Wettbewerb um Patienten entscheidend ist.

Portals to the Past and to the Future Jürgen Seefeldt 2007

Game Theory Bargaining and Auction Strategies Gregor Berz 2016-04-30 This text bridges the gulf between theoretical economic principles of negotiation and auction theory and their multifaceted applications in actual practice. It is intended to be a supplement to the already existing literature, as a comprehensive collection of reports detailing experiences and results of very different negotiations and auctions.

Elektronische Beschaffung im Krankenhaus Kerstin Oppel 2013-03-07 Kerstin Oppel zeigt, dass elektronische B-to-B-Marktplätze zur Informationsbeschaffung bei komplexen Produkten mit vielen Anbietern eingesetzt werden, zur Transaktionsabwicklung hingegen nur bei Produkten von geringer Komplexität. Die Ergebnisse deuten darauf hin, dass sich die Nutzung elektronischer B-to-B-Marktplätze zu Informationszwecken kaum auf die Lieferantenbeziehungen auswirkt, ihre Nutzung zur Transaktionsabwicklung hingegen zu einer Intensivierung führt. Ausgezeichnet mit dem BME Wissenschaftspreis 2003.

Auswahl und Beurteilung alternativer Gestaltungselemente in der Materialwirtschaft von Krankenhäusern Alexander Prangenberg 2010 Der wirtschaftliche Druck auf das Gesundheitssystem erfordert innovative Lösungen in der Krankenhaus-Materialwirtschaft. Diese Arbeit beleuchtet die Eignung unterschiedlicher Gestaltungselemente für den Bestellprozess (Desktop-Purchasing, elektronische Marktplätze) sowie die Versorgung von Stationen mit Medikalprodukten und Arzneimitteln (Modulversorgung, elektronische Versorgungsschränke). Das hierfür entwickelte Kriteriensystem kombiniert Wirtschaftlichkeit und Risikovermeidung mit anderen relevanten Aspekten und ist auch zur Untersuchung anderer Gestaltungselemente einsetzbar.

Healing Architecture Christine Nickl-Weller 2013 How can architecture contribute to healing and recovery? And how do our surroundings - both built and unbuilt - influence our prospects of staying healthy?. This title addresses the development and design of spaces for hospitals and other healthcare institutions, how they are perceived, and their overall impact on combating illnesses. This volume presents in detail the principles of this field of study and all the major issues involved, using a range of international projects as illustrative examples. In order to present a comprehensively interdisciplinary analysis of the subject matter, architects, medical practitioners, economists, artists, urban planners and communication scientists discuss the various aspects of 'Healing Architecture'. This book thus makes an important contribution to achieving an architecture that is attuned to people's needs and helps to promote the recovery process.

Deutsche Nationalbibliographie und Bibliographie der im Ausland erschienenen deutschsprachigen Veröffentlichungen 2003

XML Bible Elliott Rusty Harold 2001-10-15 This fast-paced and thorough tutorial/reference contains everything an experienced web developer needs to put XML to work on established or new web sites.

XML Bible, Gold Edition covers the fundamentals of the XML language, with emphasis on the creation of XML pages and their publication on the Web; the integration of XML with HTML, databases, and scripting languages to build complex applications. This book also covers Cascading Style Sheets and XSL Transformation; and supplemental technologies such as XLinks and XPointers.

Neukundengewinnung durch Dialogkommunikation Anna Liersch 2012-02-23 Für den Erhalt und den Ausbau von Marktanteilen können Unternehmen im Premiumsegment der Automobilwirtschaft auf verschiedene Kommunikationsinstrumente zurückgreifen, um mit potenziellen Neukunden in Kontakt zu treten und diese für die Marke und Produkte des Unternehmens zu gewinnen. Anna Liersch analysiert das Informations- und Entscheidungsverhalten von potenziellen Neukunden im Premiumsegment der Automobilwirtschaft unter dem Blickwinkel des Markenwechselverhaltens. Aufbauend auf ihren theoretischen und empirischen Erkenntnissen entwirft sie einen Dialogkommunikationsansatz zur Neukundengewinnung für die Premiumautomobilwirtschaft.

Speaking of Health Institute of Medicine 2002-12-11 We are what we eat. That old expression seems particularly poignant every time we have our blood drawn for a routine physical to check our cholesterol levels. And, it's not just what we eat that affects our health. Whole ranges of behaviors ultimately make a difference in how we feel and how we maintain our health. Lifestyle choices have enormous impact on our health and well being. But, how do we communicate the language of good health so that it is uniformly received-and accepted-by people from different cultures and backgrounds? Take, for example, the case of a 66 year old Latina. She has been told by her doctor that she should have a mammogram. But her sense of fatalism tells her that it is better not to know if anything is wrong. To know that something is wrong will cause her distress and this may well lead to even more health problems. Before she leaves her doctor's office she has decided not to have a mammogram-that is until her doctor points out that having a mammogram is a way to take care of herself so that she can continue to take care of her family. In this way, the decision to have a mammogram feels like a positive step. Public health communicators and health professionals face dilemmas like this every day. *Speaking of Health* looks at the challenges of delivering important messages to different audiences. Using case studies in the areas of diabetes, mammography, and mass communication campaigns, it examines the ways in which messages must be adapted to the unique informational needs of their audiences if they are to have any real impact. *Speaking of Health* looks at basic theories of communication and behavior change and focuses on where they apply and where they don't. By suggesting creative strategies and guidelines for speaking to diverse audiences now and in the future, the Institute of Medicine seeks to take health communication into the 21st century. In an age where we are inundated by multiple messages every day, this book will be a critical tool for all who are interested in communicating with diverse communities about health issues.

A System of Health Accounts OECD 2000-05-15 This manual provides a set of comprehensive, consistent and flexible accounts to meet the needs of government and private-sector analysts and policy-makers. These accounts constitute a common framework for enhancing the comparability of data over time and across countries.

Basic Epidemiology R. Bonita 2006 Basic epidemiology provides an introduction to the core principles and methods of epidemiology, with a special emphasis on public health applications in developing countries. This edition includes chapters on the nature and uses of epidemiology; the epidemiological approach to defining and measuring the occurrence of health-related states in populations; the strengths and limitations of epidemiological study designs; and the role of epidemiology in evaluating the effectiveness and efficiency of health care. The book has a particular emphasis on modifiable

environmental factors and encourages the application of epidemiology to the prevention of disease and the promotion of health, including environmental and occupational health.

Health Care Litigation Reform United States. Congress. House. Committee on the Judiciary. Subcommittee on Commercial and Administrative Law 2002

Strategic Management of the Health Care Supply Chain Eugene S. Schneller 2006-02-17 Strategic Management of the Health Care Supply Chain provides students, faculty, managers, and researchers with a clear understanding of the health care supply chain and its role in health care strategy. It builds on fundamental concepts including sourcing of materials, forecasting demand, selecting and employing distribution models, and assessing risks, showing how they aid in the pursuit of supply management excellence in the health sector. Strategic Management of the Health Care Supply Chain is filled with in-depth interviews with leaders in exemplary organizations and presents best practices in progressive supply chain management from many exemplary institutions. Praise for Strategic Management of the Health Care Supply Chain "Based on Schneller and Smeltzer's recent empirical research, and drawing on contemporary cases, this book presents compelling arguments for the value-added through effective supply chain performance and for repositioning the supply chain function to a strategic position within organizational structures." —Howard Zuckerman, senior advisor, Center for Health Management Research "This book reveals insights into possibilities for rapid, meaningful, and measurable improvements to the health care supply chain. It provides a futuristic view of the possibilities of the health care supply chain and provides workable solutions for improvement and market-based approaches for health care executives. This is a must read." —Mark McKenna, president, Novation

EBusiness in Healthcare Ursula Hübner 2008 When speaking about eBusiness as applied to the healthcare market two questions arise immediately. Firstly, what is eBusiness? Secondly, why is eBusiness in healthcare different from eBusiness in other sectors? Within the arena of eBusiness in healthcare, the focus is on purchasing and selling online as the most advanced application. In this book, the Authors consider both the perspective of the healthcare providers and that of the suppliers, showing the interdependencies between the two and developing concepts for a new synergistic cooperation. eBusiness in Healthcare raises awareness of and interest in electronically mediated business processes in healthcare to a large audience including healthcare informaticians, medical business managers, clinicians, pharmacists and scientists. By taking an international approach to the topic the authors demonstrate the many similarities of eBusiness problems and their solutions among different countries which permits analysis of the differences that are often defined by the national healthcare systems and their rules. Case studies from healthcare institutions and from suppliers in the US, the UK and Germany will illustrate the achievements, barriers and future plans, thus enabling newcomers to learn from previous experience. Clinicians will gain significant insight by this book which demonstrates the interconnection between patient care processes and management issues at the level of medical supplies. The book also makes a plea for a multidisciplinary effort, to enable the right product to be procured for the right patient. As a rather new discipline, eBusiness in healthcare needs further scientific backing. Against this background, this book will not only provide answers but will also raise questions for future research. Managing change and innovation and establishing the critical mass for eBusiness in healthcare is a major undertaking. The aim of this book is to support this process.

Service Business Model Innovation in Healthcare and Hospital Management Mario A. Pfannstiel 2016-12-16 This book demonstrates how to successfully manage and lead healthcare institutions by employing the logic of business model innovation to gain competitive advantages. Since clerk-like routines in professional organizations tend to overlook patient and service-centered healthcare solutions,

it challenges the view that competition and collaboration in the healthcare sector should not only incorporate single-end services, therapies or diagnosis related groups. Moreover, the authors focus on holistic business models, which place greater emphasis on customer needs and put customers and patients first. The holistic business models approach addresses topics such as business operations, competitiveness, strategic business objectives, opportunities and threats, critical success factors and key performance indicators. The contributions cover various aspects of service business innovation such as reconfiguring the hospital business model in healthcare delivery, essential characteristics of service business model innovation in healthcare, guided business modeling and analysis for business professionals, patient-driven service delivery models in healthcare, and continuous and co-creative business model creation. All of the contributions introduce business models and strategies, process innovations, and toolkits that can be applied at the managerial level, ensuring the book will be of interest to healthcare professionals, hospital managers and consultants, as well as scholars, whose focus is on improving value-generating and competitive business architectures in the healthcare sector.

Fotosafari Bundeswehr Jürgen Rieke 1990

Artificial Intelligence in Marketing IntroBooks Team Artificial intelligence in marketing, which is commonly known as AI Marketing, is a process of striking a chord of linkage between customer statistics and artificial intelligence hypotheses. It is basically an automated learning curve for a business house on the marketing front such that it can predict a customer's ongoing move and the next phase of action. By doing so, a business entity can easily amplify its outlook in the interests of the customer, which, in turn, displays the quality of relevant products or services in an intelligent manner to reach a larger audience. Due to the emergence of artificial intelligence marketing solutions, an effective recourse is seen apparent in terms of bonding between scientific data points, which are amassed industriously for subsequent implementation. In other words, the erstwhile process of manual hard work of assembling and analyzing a colossal quantum of data has surely become a thing of the past.

EBOOK: Cultures for Performance in Health Care Russell Mannion 2004-10-16 ·What is organizational culture? ·Do organizational cultures influence the performance of health care organizations? ·Are organizational cultures capable of being managed to beneficial effect? Recent legislation in the United Kingdom has led to significant reforms within the health care system. Clinical quality, safety and performance have been the focus for improvement alongside systematic changes involving decision-making power being devolved to patients and frontline staff. However, as this book shows, improvements in performance are intrinsically linked to cultural changes within health care settings. Using theories from a wide range of disciplines including economics, management and organization studies, policy studies and the health sciences, this book sets out definitions of cultures and performance, in particular the specific characteristics that help or hinder performance. Case studies of high and low performing hospital trusts and primary care trusts are used to explore the links between culture and performance. These studies provide examples of strategies to create beneficial, high-performance cultures that may be used by other managers. Moreover, implications for future policies and research are outlined. Cultures for Performance in Health Care is essential reading for those with an interest in health care management and health policy including students, researchers, policy makers and health care professionals.

Deutsche Bibliographie Deutsche Bibliothek (Frankfurt am Main, Germany) 1982

Health-Care Telematics in Germany Ali Sunyaev 2011-04-25 Ali Sunyaev develops a method for the organizational and technical analysis of security issues in health care. He identifies security problems in

the current concept of German health-care telematics and derives recommendations for future developments in the health-care sector.

Praxisbuch Ethik in der Notfallmedizin Fred Salomon 2015-10

Internetapotheke versus stationäre Apotheke Christian Ciesielski 2009-03-07 Christian Ciesielski arbeitet Modifikationen des etablierten Kaufverhaltens in stationären Apotheken heraus und beurteilt die durch das Internet initiierten Neuerungen der Kaufgewohnheiten aus Marketinggesichtspunkten. Er gibt Handlungsempfehlungen für eine notwendige Positionierung und das Kundenmanagement der stationären Apotheker.

Lean Management in Krankenhäusern Katja Pöhls 2011-11-16 Für viele Akutkliniken in Deutschland werden eine effiziente Leistungserbringung sowie eine verstärkte Patienten- und Mitarbeiterbindung zu strategischen Erfolgsfaktoren. Um ihre Marktposition zu stärken, greifen Krankenhäuser zunehmend auf die Prinzipien des Lean Managements zurück. Davon ausgehend untersucht Katja Pöhls, welche Erfolgsfaktoren eine nachhaltige Umsetzung von Lean Management in Krankenhäusern begünstigen. Auf Basis von Mitarbeiter- und Patientenbefragungen und mit Hilfe des PLS-Ansatzes leitet die Autorin im Ergebnis ihrer Studie konkrete Handlungsempfehlungen für die Umsetzung von Lean Management im stationären Umfeld ab.

Wireless Mobile Communication and Healthcare Balwant Godara 2013-04-03 This book constitutes the refereed proceedings of the Third International Conference on Wireless Mobile Communication and Healthcare, MobiHealth 2012, and of the two workshops: Workshop on Advances in Personalized Healthcare Services, Wearable Mobile Monitoring, and Social Media Pervasive Technologies (APHS 2012), and Workshop on Advances in Wireless Physical Layer Communications for Emerging Healthcare Applications (IWAWPLC 2012), all held in Paris, France, in November 2012. The 39 revised full papers presented were carefully reviewed and selected from 66 submissions. The papers are organized in topical sections covering wearable, outdoor and home-based applications; remote diagnosis and patient management; data processing; sensor devices and systems; biomedical monitoring in relation to society and the environment; body area networks; telemedicine systems for disease-specific applications; data collection and management; papers from the invited session "Implants"; papers from the IWAWPLC and APHS workshops.