

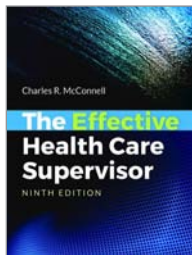
Managing Integrated Health Systems

John Shiver & John Cantiello

The book provides those managers engaged in and studying healthcare the understanding and the knowledge required to succeed in this dynamic industry.

Section 1 offers 15 chapters contributed by authors with a wealth of experience, both in the field and in academia. The chapters cover essential topics such as information technology; finance and the new healthcare economy; legal aspects; managing human capital; patient safety and quality improvement; public policy; and more. In Section 2, students will benefit from interviews with nine luminaries from the field such as Don Berwick, Jeff Goldsmith, and Marilyn Tavenner, who offer practical expertise and wisdom on pertinent topics.

ISBN: 9781284044492 • PB • 396pp • 2016 • \$65.00



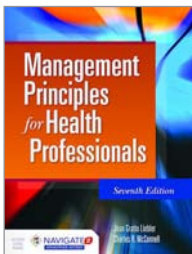
The Effective Health Care Supervisor, 9/e

Charles R. McConnell

It offers classic and current management principles in the healthcare setting. The *Ninth Edition* examines environmental changes and healthcare reform activities as well as updated and expanded information on HIPAA. Other current people-management topics such as social media in the work place, performance appraisals, recruitment issues, changes in overtime rules, and more are covered.

Contents: Part I: The Setting • Part II: The Supervisor and Self • Part III: The Supervisor and the Employee • Part IV: The Supervisor and the Task

ISBN: 9781284149449 • PB • 542pp • 2019 • \$56.00



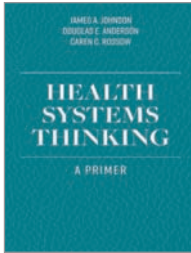
Management Principles for Health Professionals, 7/e

Joan Gratto Liebler & Charles R. McConnell

This book is a practical guide for new or future practicing healthcare managers. The customary activities of the manager—planning, organizing, decision making, staffing, motivating, and budgeting—are succinctly defined, explained, and presented with detailed examples drawn from a variety of health care settings. Students will learn proven management concepts, techniques, models, and tools for managing individuals or teams with skill and ease.

Contents: The Dynamic Environment of Health Care • The Challenge of Change • Organizational Adaptation and Survival • Leadership and the Manager • Planning and Decision Making • Organizing • Committees and Teams • Budget Planning and Implementation • Training and Development: The Backbone of Motivation and Retention • Adaptation, Motivation, and Conflict Management • Communication: The Glue that Binds Us Together • The Middle Manager and Documentation of Critical Management Processes • Improving Performance and Controlling the Critical Cycle • Human Resources Management: A Line Manager's Perspective • Day-to-Day Management for the Health Professional-as-Manager

ISBN: 9781284081329 • PB • 506pp • 2017 • \$70.00



Health Systems Thinking: A Primer

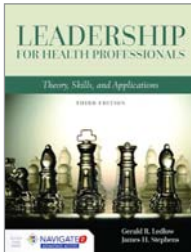
James A. Johnson, Douglas E. Anderson & Caren C. Rossow

This book is a primer focusing on systems thinking as it spans the domains of health administration, public health, and clinical practice. This is the only book of its kind that provides a broad introduction and demonstration of the application of health systems thinking.

Contents: Introduction to Systems Thinking for Health • Systems Thinking for Health Administration and Leadership • Systems Thinking for Clinician Education, Leadership, and Practice • Systems Thinking for Public and Global

Health • Systems Thinking Cases

ISBN: 9781284167146 • PB • 130pp • 2020 • FORTHCOMING



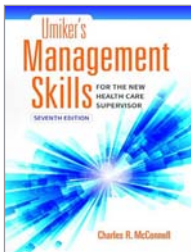
Leadership for Health Professionals: Theory, Skills, and Applications, 3/e

Gerald R. Ledlow & James H. Stephens

It is the first textbook of its kind to apply classical knowledge of leadership theory and time-honored best practices of industry leaders to a health organization context. This comprehensive and well-organized text is grounded in real-world applications of theoretical concepts, and focuses on practical examples of leadership in actual healthcare scenarios.

Contents: Part I: Leadership Foundations • Part II: Leadership in Practice • Part III: Leadership in Health Organizations • Part IV: Leading People and Managing Resources into the Future • Appendix A: Leadership in Practice: Cases and Insights

ISBN: 9781284109412 • PB • 504pp • 2018 • \$65.00



Umiker's Management Skills for the New Health Care Supervisor, 7/e

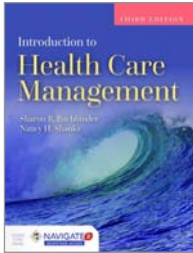
Charles R. McConnell

It offers practical suggestions for improving effectiveness, both as a supervisor and as an organization. The book offers new examples, case scenarios, or expanded information on many topics including: basic management functions, the origins of performance standards, the interview process, workplace safety, motivational theory, chronic absenteeism, stress and decision making, the Balanced Budget Act of 1997, and the Affordable

Care Act of 2010. The *Seventh Edition* includes a new chapter on "Supervising in a Union Environment" that explores why employees turn to unions, how supervisors must act during union organizing, and how a supervisor's role is affected when it becomes necessary to interact with a union on a day-to-day basis.

Contents: Part I: Fundamentals for the Supervisor • Part II: Leading People • Part III: Healthcare Cost Control • Part IV: Developing Employees • Part V: Special Supervisory Skills • Part VI: The Supervisor's Continuing Development

ISBN: 9781284121322 • PB • 568pp • 2018 • \$65.00



Introduction to Health Care Management, 3/e

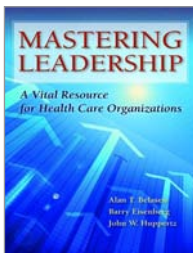
Sharon B. Buchbinder & Nancy H. Shanks

It covers a wide variety of healthcare settings, from hospitals to nursing homes and clinics. Filled with examples to engage the reader's imagination, the important issues in healthcare management, such as ethics, cost management, strategic planning and marketing, information technology, and human resources, are all thoroughly covered.

Contents: An Overview of Health Care Management • Leadership • Management and Motivation • Organizational Behavior and Management

Thinking • Strategic Planning • Healthcare Marketing • Quality Improvement Basics • Information Technology • Financing Health Care and Health Insurance • Managing Costs and Revenues • Managing Health Care Professionals • The Strategic Management of Human Resources • Teamwork • Addressing Health Disparities: Cultural Proficiency • Ethics and Law • Fraud and Abuse • Special Topics and Emerging Issues in Health Care Management • Healthcare Management Case Studies and Guidelines • Glossary

ISBN: 9781284081015 • PB • 676pp • 2017 • \$70.00



Mastering Leadership: A Vital Resource for Health Care Organizations

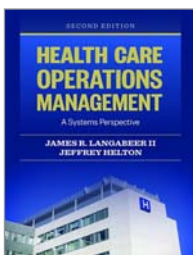
Alan T. Belasen, Barry Eisenberg & John W. Huppertz

This text advances a model of leadership that enables executives to steer their organizations through the maze of uncertainty created by legislative, economic, demographic, clinical, information management, and political change. With contributions from leading scholars and experts in the field, the authors skillfully demonstrate how the transformational demands of leadership can be effectively integrated with the transactional and

operational necessities of managing.

Contents: Part A: Communication & Collaboration • Part B: Coordination & Compliance • Part C: Competition & Commitment • Part D: Community and Credibility

ISBN: 9781284043235 • PB • 322pp • 2016 • \$60.00



Health Care Operations Management: A Systems Perspective, 2/e

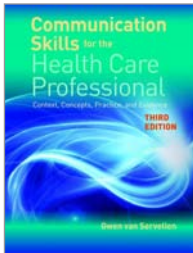
James R. Langabeer II & Jeffrey Helton

It provides a well-rounded, comprehensive treaty on all aspects of operations management specific to the healthcare industry. It covers everything from hospital finances to project management, patient flows, performance management, process improvement, and supply chain management.

Contents: Part I: Operations, Systems, and Financial Management • Part II: Quality and Productivity Management • Part III: Logistics and Supply Chain

Management • Part IV: Best Practices

ISBN: 9781284050066 • PB • 500pp • 2016 • \$70.00



Communication Skills for the Health Care Professional: Context, Concepts, Practice, and Evidence, 3/e

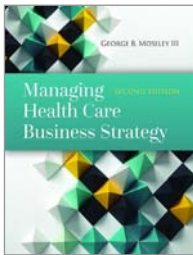
Gwen van Servellen

The book addresses the connection between communication practices and quality patient care outcomes. It provides future and practicing patient caregivers in all specialties and services with basic communication knowledge and skills and is an invaluable resource for those in administrative functions as well.

Key Features: Provides a psychosocial and physiologic contextual background for understanding sensual development and verbal and nonverbal expression

- Teaches communication skills one at a time allowing for contiguous mastery over a set of therapeutic interventions
- Includes an extensive glossary of terms and list of references including websites and resources available to enhance student learning

ISBN: 9781284141429 • PB • 500pp • 2020 • \$52.00



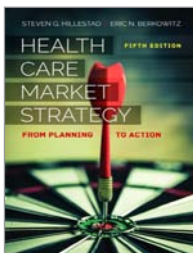
Managing Health Care Business Strategy, 2/e

George B. Moseley III

The book explores the most important aspects of planning and implementing strategy in a health care organization in very practical, actionable language with relevant, real-life and hypothetical examples throughout. The book includes a description of the basic multi-step process of creating and then managing a strategic plan, as well as specific strategic options (merger/acquisition, reorganization, joint venture) and some of the popular tools for analyzing strategic situations (balanced scorecard, Six Sigma, SWOT).

Contents: Section 1: Introduction • Section 2: Audit Of Assets And Environment • Section 3: Formulating Strategies • Section 4: Implementing Strategies • Section 5: Strategic Planning Options • Section 6: Functional Areas In Strategic Planning • Section 7: Strategy Support Factors

ISBN: 9781284081107 • HB • 424pp • 2018 • \$65.00



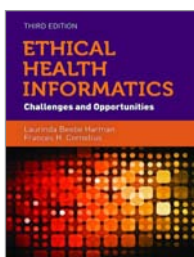
Health Care Market Strategy: From Planning to Action, 5/e

Steven G. Hillestad & Eric N. Berkowitz

In this new edition, you'll also discover the latest practical applications for strategy development, the marketing planning process, challenges of a competitive marketplace, vision, and other critical aspects of health care marketing.

Contents: Strategy Development and the Strategic Mindset • Understanding the Strategic, Business, and Marketing Planning Process • The Challenge of a Competitive Marketplace • Step 1: Conducting the Internal/External Assessment • Step 2: Creating the Mission, Vision, and Critical Success Factors • Step 3: The Strategy/Action Match • Step 4: Determining Marketing Actions • Step 5: Integration of the Marketing Plan with the Business Plan and the Strategic Plan • Step 6: The Approval and Monitoring Process • Conclusion

ISBN: 9781284150407 • PB • 450pp • 2020 • FORTHCOMING



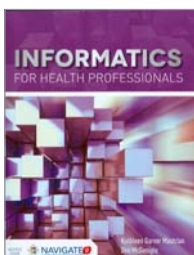
Ethical Health Informatics: Challenges and Opportunities, 3/e

Laurinda Beebe Harman & Frances H. Cornelius

The *Third Edition* is an in-depth revision that incorporates scenarios and ethical decision-making matrices that challenge the reader to determine the best course of ethical action for Health Information Management (HIM), nurses, administrators, and IT professionals. Each chapter includes coverage of selected critical legal issues in the management of health information. It introduces chapters on professional values and the code of ethics; ethical decision-making guidelines and tools; as well as privacy and confidentiality.

Contents: Part I: Professional Ethics • Part II: Uses of Information • Part III: Electronic Health Information • Part IV: Management of Sensitive Health Information • Part V: Consumer and Professional Informatics • Part VI: Looking to the Future

ISBN: 9781284053708 • PB • 764pp • 2017 • \$65.00



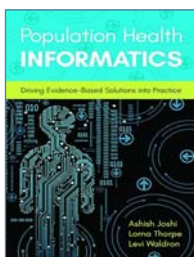
Informatics for Health Professionals

Kathleen Garver Mastrian & Dee McGonigle

This book is an excellent resource to provide healthcare students and professionals with the foundational knowledge to integrate informatics principles into practice. The theoretical underpinning of this text is the *Foundation of Knowledge* model, which explains how informatics relates to knowledge acquisition, knowledge processing, knowledge generation, knowledge dissemination, and feedback. Once readers understand informatics and the way in which it supports practice, education, administration, and research, they can apply these principles to improve patient care at all levels.

Contents: Section I: Building Blocks of Health Informatics • Section II: Choosing and Using Information Systems • Section III: Informatics Applications for Care Delivery • Section IV: Advanced Concepts in Health Informatics • Section V: Practice in the Future

ISBN: 9781284102635 • PB • 454pp • 2017 • \$68.00



Population Health Informatics: Driving Evidence-Based Solutions into Practice

Ashish Joshi, Lorna Thorpe & Levi Waldron

The book addresses the growing opportunity to utilize technology to put into practice evidence-based solutions to improve population health outcomes across diverse settings. The book focuses on how to operationalize population health informatics solutions to address important public health challenges impacting individuals, families, communities, and the environment in which they live. The book uses a practical, step-by-step approach to

implement evidence-based, data- driven population informatics solutions.

Contents: Section 1: Overview of Population Health Informatics • Section 2: Setting the Stage for Population Health Informatics • Section 3: Specialized Population Health Informatics Applications • Section 4: Other Population Health Informatics Topical Areas • Appendix

ISBN: 9781284103960 • PB • 426pp • 2019 • \$60.00



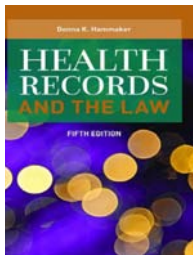
Comprehensive Review Guide for Health Information: RHIA & RHIT Exam Prep, 2/e

Carla Tyson-Howard & Shirlyn C. Thomas

It is an invaluable resource that reflects all the major advances in the curriculum and the industry of health information, including: New electronic health record and reimbursement methodologies • The Health Information Technology for Economic and Clinical Health (HITECH) legislation • ICD-10-CM/PCS.

Contents: Introduction • Health Data Management and Health Services Organization, Delivery and Reimbursement Methodologies • Health Care Privacy, Confidentiality, Legal, and Ethical Issues • Health Care Statistics, Research, and Epidemiology • Quality Management and Performance Improvement • Information Technology and Systems • Biomedical Systems • Clinical Classification Systems • Organization and Management: Human and Financial Resources • References • Answer Key

ISBN: 9781284045321 • PB • 516pp • 2016 • \$70.00



Health Records and the Law, 5/e

Donna K. Hammaker

This *Fifth Edition* of *Health Records and the Law* addresses the substantial changes brought about by the Health Insurance Portability and Accountability Act (HIPAA) and the growth of network information systems, with discussion of state laws affecting the use and disclosure of patient data. The text also discusses the highly complex interplay of federal and state privacy laws.

In addition to the considerable new material concerning HIPAA and its regulations, this edition addresses the challenging area of how patient information may be used in connection with medical research and the impact that the Health Information Technology for Economic and Clinical Health (HITECH) Act is having on public health monitoring and surveillance.

ISBN: 9781284128994 • PB • 450pp • 2020 • \$85.95



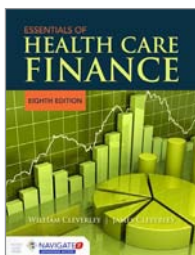
Health Care Finance: Basic Tools for Nonfinancial Managers, 5/e

Judith J. Baker, R.W. Baker & Neil R. Dworkin

Using actual examples from hospitals, long-term care facilities, and home health agencies, this user-friendly text includes practical information for the nonfinancial manager charged with budgeting.

Contents: Part I: Health Care Finance Overview • Part II: Record Financial Operations • Part III: Tools to Analyze & Understand Financial Operations • Part IV: Report and Measure Financial Results • Part V: Tools to Review and Manage Comparative Data • Part VI: Construct and Evaluate Budgets • Part VII: Tools To Plan, Monitor, and Control Financial Status • Part VIII: Financial Terms, Costs & Choices • Part IX: Strategic Planning: A Powerful Tool • Part X: Information as a Financial & Strategic Tool • Part XI: Case Studies • Part XII: Mini-Case Studies

ISBN: 9781284118216 • PB • 610pp • 2018 • \$65.00

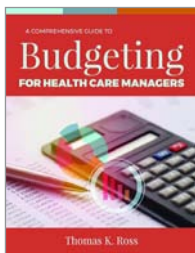


Essentials of Health Care Finance, 8/e

William Cleverley & James Cleverley

Contents: Financial Information & the Decision-Making Process • Billing & Coding for Health Services • Financial Environment of Health Care Organizations • Legal & Regulatory Environment • Measuring Community Benefit • Revenue Determination • Health Insurance & Managed Care • General Principles of Accounting • Financial Statements • Accounting for Inflation • Analyzing Financial Statements • Financial Analysis of Alternative Health Care Firms • Strategic Financial Planning • Cost Concepts & Decision Making • Product Costing • The Management Control Process • Cost Variance Analysis • Financial Mathematics • Capital Project Analysis • Consolidations & Mergers • Capital Formation • Working Capital & Cash Management • Developing the Cash Budget

ISBN: 9781284094633 • PB • 574pp • 2018 • \$72.00



A Comprehensive Guide to Budgeting for Health Care Managers

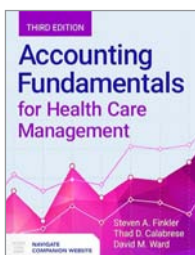
Thomas K. Ross

The chapters take the reader through a step-by-step process to analyze systems, incorporate organizational goals into budgets, identify performance issues, and explore how budget systems impact behavior. Emphasis is given to the purpose of budgets and how they can be manipulated, the demonstration of how five different types of budgets are created, and opportunities to construct budgets and assess budgets. Readers will come

away with a solid grounding in accounting, economics, finance, and strategic behavior as well as improved Excel skills.

Contents: Part I: The Foundation and Practice of Budgeting and Financial Management • Part II: Budgeting Construction • Part III: Financial Management Tools • Part IV: Financial Functions for Finance and Planners

ISBN: 9781284143546 • PB • 542pp • 2019 • \$54.00



Accounting Fundamentals for Health Care Management, 3/e

Steven A. Finkler, David M. Ward & Thad D. Calabrese

With a focus on basic accounting in health care management, this essential book contains the vocabulary of and an introduction to the tools and concepts employed by finance officers. Students will learn how to assess financial information, ask the appropriate questions, and understand the jargon-laden answers. The *Third Edition* reflects the changes since the enactment of health care reform. It also brings the book in compliance with

recent and near-term changes to accounting standards by the Financial Accounting Standards Board including how bad debts are reported, the presentation of cash flow statements, and the presentation of net assets on the balance sheet.

ISBN: 9781284124934 • PB • 228pp • 2019 • \$60.00



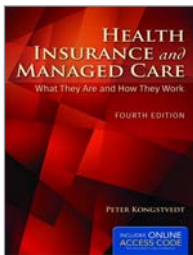
Health Care Finance and the Mechanics of Insurance and Reimbursement

Michael K. Harrington

The book stands apart from other texts on health care finance, in that it specifically addresses the methods and process for reimbursement, including coding, reimbursement strategies, compliance, financial reporting, case mix index, and external auditing.

Contents: Introduction to Healthcare Finance • Financial Management • Introduction to Claims Processing • Government Payer Types • Affordable Care Act • Managed Care Organizations • Medicare Prospective Payment Systems • Hospital Outpatient Prospective Payment System (OPPS) • Coding for the Non-HIM Professional • Revenue Cycle Management • Healthcare Fraud and Abuse • Electronic Health Records and Meaningful Use • Government Incentive Programs • Recovery Audit Contractors • Appendix: List of Acronyms • Glossary • Index

ISBN: 9781284026122 • PB • 348pp • 2016 • \$65.00



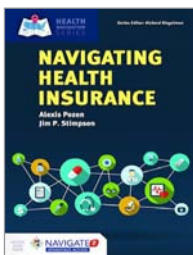
Health Insurance and Managed Care: What They Are and How They Work, 4/e

Peter Kongstvedt

Written in clear and accessible language, this handy guide offers a historical overview of managed care and then walks the reader through the organizational structures, concepts and practices of the managed care industry. As so many consumers recognize any form of a health benefit plan as "health insurance" this new edition makes explicit the fact that health insurance and managed care are one and the same.

Contents: A History of Managed Health Care and Health Insurance in the United States • Health Benefits Coverage and Types of Health Plans • The Provider Network • Provider Payment • Utilization Management, Quality Management, and Accreditation • Sales, Governance and Administration • Medicare and Medicaid • Laws and Regulations in Managed Care • Glossary

ISBN: 9781284043259 • PB • 398pp • 2016 • \$70.00



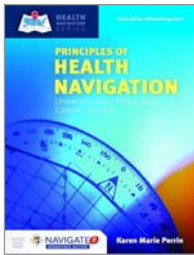
Navigating Health Insurance

Alexis Pozen & Jim P. Stimpson

Navigating Health Insurance is a practical, balanced guide to understanding health insurance from the perspective of the consumer. The impacts of the Affordable Care Act on health insurance are explored as well as essential services and coverage decisions, payment mechanisms, claims and reimbursement, worker's compensation, long term care, and more.

Contents: Principles of Health Insurance • Public and Private Coverage in the United States • The Uninsured • The Affordable Care Act • Covered Benefits • Consumer Responsibility for Health Care • Consumer Protections • Payment Mechanisms • Claims and Reimbursement for Providers • People with Disabilities • Long Term Care • Retiree Benefits • A Global Comparison of United States Health Insurance

ISBN: 9781284113129 • PB • 204pp • 2018 • \$45.50



Principles of Health Navigation: Understanding Roles and Career Options

Karen Marie Perrin

The need for individuals with the skills to help patients obtain and maximally benefit from community services, clinical care, and health insurance has become critical in the increasingly complex and expensive U.S. health system. Those with health navigator training may assist individuals with limited health literacy as well as the elderly with accessing community services. They may facilitate access to care and follow-up for sick and complicated patients with cancer, HIV, and a range of other complex problems. Divided into four sections, the text explores Prevention and Community Health, Introduction to Health Care and Health Insurance, Care of the Individual, and Accessing and Analyzing Health Information.

ISBN: 9781284090765 • PB • 286pp • 2017 • \$58.00



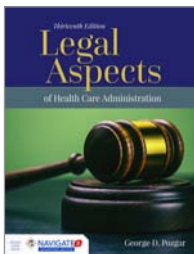
Comparative Health Systems: A Global Perspective, 2/e

James Johnson, Carleen Stoskopf & Leiyu Shi

Global health policy, administration, and practice continue to evolve while countries throughout the world seek to balance their economic and health goals through health system reform, improvement, and modification. The *Second Edition of Comparative Health Systems: A Global Perspective* addresses emerging events, advances, reforms, and challenges in the delivery of health care around the world.

Contents: Part I: Global Health and Health Systems • Part II: Health Systems by Country • Part III: Challenges, Innovations, and Opportunities

ISBN: 9781284111736 • PB • 596pp • 2018 • \$70.00



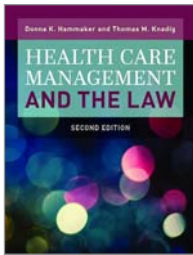
Legal Aspects of Health Care Administration, 13/e

George D. Pozgar

It is an ideal introduction to the legal and ethical issues in the healthcare workplace. With a continued emphasis on the ethical challenges of providing quality care amidst these powerful and often chaotic industry forces, the *13th Edition* helps future administrators navigate the core industry issues of patient centered care, the future workforce and the culture of compassion. It provides legal complexities of health care through an array of real-life case studies, precedent-making court cases, and key statistical data. The book is an indispensable text for future healthcare administrators and one that will serve them throughout their professional lives.

Contents: Hospitals Through the Ages • Government, Law, and Ethics • Tort Law - Negligence • Intentional Torts • Tort Reform • Criminal Aspects of Health Care • Contracts and Anti-Trust • Civil Procedure and Trial Practice • Corporate Structure and Legal Issues • Medical Staff Organization and Malpractice • Nursing and the Law • Hospital Departments and Allied Professionals • Information Management and Patient Records • Patient Consent • Healthcare Ethics • Procreation and Ethical Dilemmas • End-of-Life Issues • Legal Reporting Requirements • Labor Relations • Employment-at-Will, Rights, and Responsibilities • Professional Liability Insurance • Managed Care & National Health Insurance

ISBN: 9781284127171 • HB • 628pp • 2019 • \$70.00



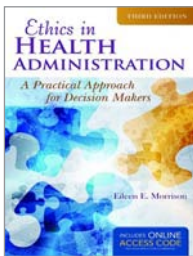
Health Care Management and the Law, 2/e

Donna K. Hammaker & Thomas M. Knadig

This unique text raises questions about health law issues such as emergence of the U.S. as a player in the global health care industry, innovative new approaches to the payer/provider model, and the future of tailored therapeutics. The health law concepts in this text are practical; application of the concepts seeks to provide health care managers with sufficient knowledge of the law to become intelligent, critical thinkers in professional practice.

Contents: Part I: Introduction to Health Care Management • Part II: Access to Health Care • Part III: Affordable Health Care • Part IV: Staffing of Health Care Systems • Part V: Strategic Health Care Restructurings • Part VI: Producers of Medical Products • Part VII: Improving the Quality of Health Care • Part VIII: Our Health Care System's Response to Illness • Part IX: End-of-Life Health Care • Part X: Our Health Care System's Response to Biomedicine • Part XI: Additional Pressing Issues Facing Our Health Care System • Part XII: Our Future Health Care System

ISBN: 9781284117349 • PB • 830pp • 2018 • \$70.00



Ethics in Health Administration: A Practical Approach for Decision Makers, 3/e

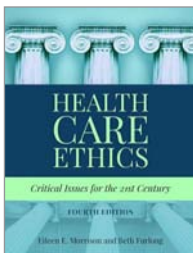
Eileen E. Morrison

The book translates the principles and practice of ethics into usable information for application to the real world of healthcare administration and the critical issues faced by today's healthcare administrators.

Contents: Section 1: Foundations for Ethics • Practical Theory • Autonomy • Nonmaleficence and Beneficence • Justice • Section 2: External Influences on Ethics • Ethics Challenges in the ACA 2010 Era • Market Forces and

Ethics • Community Responsibility and Ethics • Technology and Ethics • Section 3: Organizational Influences on Ethics • No Mission No Margin: Fiscal Responsibility • Organization Culture and Ethics • The Ethics of Quality • Patient Issues and Ethics • Section 4: The Inner Circle of Ethics • Public Health and Ethics • Moral Integrity • Codes of Ethics and Administrative Practice • Practicing as an Ethical Administrator

ISBN: 9781284070651 • PB • 406pp • 2016 • \$70.00



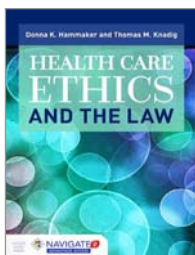
Health Care Ethics: Critical Issues for the 21st Century, 4/e

Eileen E. Morrison & Beth Furlong

Organized around the four central themes of healthcare ethics (theoretical foundations and issues for individuals, organizations, and society) the book brings together the insights of a diverse panel of leading experts in the fields of bioethics, long-term care, and health administration, among others. The fully revised and updated *Fourth Edition* addresses current changes in health care, including three new chapters covering ethical issues related to Health Information Management, Patient Safety, and Epidemics. All other chapters

have been updated to reflect the most recent developments in medical technology and new challenges faced by health care professionals in the era of the ACA.

ISBN: 9781284124910 • PB • 298pp • 2019 • \$85.95



Health Care Ethics and the Law

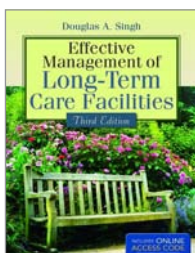
Donna K. Hammaker & Thomas M. Knadig

The text explains and illustrates ethical principles and their application in the real world, including material that is consistently cited by the U.S. Supreme Court and the nation's highest appellate courts. The book also explores substantive theories of classic ethicists in the Western world, along with current scholarly literature from the nation's leading ethicists.

Contents: Part I: Introduction to Health Care Ethics • The Ethics of Health Care • Values and Principles Confronting Our Health Care System • Part II:

The Ethics of Access to Health Care • Access to Affordable Health Insurance • Patients' Rights and Responsibilities • Charitable Care and Tax-Exempt Hospitals • Part III: The Ethical Development of Human Capital • Employers' Health Care Costs • Management and Labor Relations • Part IV: Improving the Quality and Equality of Health Care • Evidence-Based Medicine • Medical Malpractice • Mental Health • Part V: Our Health Care System's Ethical Response to Vulnerable Members of Society • The HIV/AIDS Pandemic • Environmental Safety and Gun Injury Prevention • Part VI: Pressing Issues Facing Our Health Care System • Women's Reproductive Health • Nutrition and Food Safety • End-of-Life Care • Part VII: Our Future Health Care System • Our Future: A New Kind of Health Care Ethics

ISBN: 9781284101607 • PB • 506pp • 2017 • \$70.00



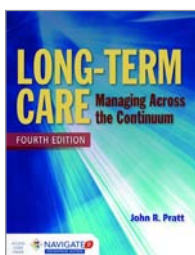
Effective Management of Long-Term Care Facilities, 3/e

Douglas A. Singh

The book examines the complex operations of the long-term care facility and offers critical skills to current and future long-term care administrators for delivering quality, cost-effective services. Comprehensive, yet concise, the *Third Edition* explores the necessary skills and tools for creating a person-centered environment. Topics covered include: how to adapt an existing nursing facility, the growing culture change movement, and the laws, regulations, and financing of the long-term care industry, as well as

its organization and delivery. Finally, this book offers extensive coverage of the essential skills necessary to manage it all.

ISBN: 9781284052718 • PB • 582pp • 2016 • \$70.00



Long-Term Care: Managing Across the Continuum, 4/e

John R. Pratt

It is a comprehensive revision reflecting the changes in regulations, financing methods, forms of service delivery, and management methods in this dynamic field. The *Fourth Edition* offers a new chapter addressing the Affordable Care Act (Obamacare), providing a solid foundation for understanding it and any future developments, as they impact long-term care.

Contents: Part I: Introduction: The Changing Long-Term Care Scene • Part II: Long-Term Care Service Providers • Part III: Interaction Within the Continuum

• Part IV: Managing in the Long-Term Care System • Part V: The Future: Continuing Change

ISBN: 9781284054590 • PB • 576pp • 2016 • \$70.00



Health Organizations: Theory, Behavior, and Development, 2/e

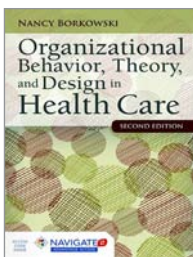
James A. Johnson & Caren C. Rossow

The new *Second Edition* of *Health Organizations: Theory, Behavior, and Development* addresses changes by integrating new content throughout every chapter and topic area. This book will help the student and practitioner put to use theories of organization and knowledge of organization behavior in ways that foster change in productive and sustainable ways resulting in better outcomes. Students will learn systematic planned approaches for organization

development and team building and by examining power, influence, conflict, motivation, and leadership in the context of health service delivery.

Contents: Part I: Organization Theory and Foundations • Part II: Organization Behavior and Dynamics • Part III: Organization Development and Change

ISBN: 9781284109825 • PB • 292pp • 2019 • \$49.00



Organizational Behavior, Theory, and Design in Health Care, 2/e

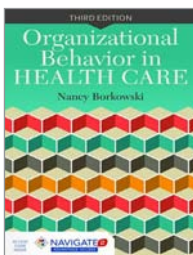
Nancy Borkowski

The book was written to provide health services administration students, managers, and other professionals with an in-depth analysis of the theories and concepts of organizational behavior and organization theory while embracing the uniqueness and complexity of the healthcare industry.

Contents: Part I: Introduction • Part II: Understanding Individual Behaviors • Part III: Leadership • Part IV: Intrapersonal and Interpersonal Issues • Part V:

Groups and Teams • Part VI: Organization Theory and Design

ISBN: 9781284050882 • PB • 552pp • 2016 • \$65.00



Organizational Behavior in Health Care, 3/e

Nancy Borkowski

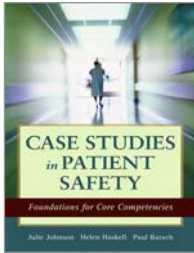
Designed for graduate-level study, this book introduces the reader to the behavioral science literature relevant to the study of individual and group behavior, specifically in healthcare organizational settings. Using an applied focus, it provides a clear and concise overview of the essential topics in organizational behavior from the healthcare manager's perspective.

Organizational Behavior in Health Care, Third Edition is specifically written for health care managers who are on the front lines every day, motivating and

leading others in a constantly changing, complex environment. *Third Edition* has more application examples of the theories and concepts throughout all chapters and Diversity chapter updated for recent demographic changes affecting the industry.

Contents: Part I: Introduction • Part II: Understanding Individual Behaviors • Part III: Leadership • Part IV: Intrapersonal and Interpersonal Issues • Part V: Groups and Teams

ISBN: 9781284051049 • PB • 446pp • 2016 • \$60.00



Case Studies in Patient Safety: Foundations for Core Competencies

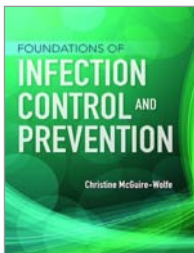
Julie Johnson, Helen Haskell & Paul Barach

This unique compendium of case studies on patient safety – told from the perspective of the patient and family – illustrates 24 stories of preventable health care errors that led to irreparable patient harm. The reader is guided through a structured analysis of the events, eliciting lessons learned and strategies for preventing similar events in the future. Learning objectives for each case facilitate the reader's development of a set of core competencies

related to improving safety and quality of health care. Students of the health professions including medicine, nursing, pharmacy, health administration, public health, as well as practicing professionals such as patient safety officers, chief quality officers, risk managers, and health service researchers will gain valuable insight into the real-world of medical errors and a better understanding of how they can be prevented through practical, actionable methods.

Contents: Section 1: Patient Care • Section 2: Knowledge For Practice • Section 3: Practice-Based Learning and Improvement • Section 4: Interpersonal and Communication Skills • Section 5: Professionalism • Section 6: Systems-Based Practice • Section 7: Interprofessional Collaboration • Section 8: Personal and Professional Development

ISBN: 9781449681548 • PB • 342pp • 2016 • \$60.00



Foundations of Infection Control and Prevention

Christine McGuire-Wolfe

Foundations of Infection Control and Prevention offers a foundation in the critical concepts in infection control. Perfect for those with no prior exposure to medical terminology, this hands-on, practical text offers case examples of specific pathogens and avoids complex technical jargon, without being too simplistic.

You'll learn the basics of infection control, along with real-life scenarios of infection control problems and prevention techniques. Each chapter includes

an introduction to a specific pathogen so that the reader gains the basic knowledge of the diseases of most importance in the developed world.

Designed for use in undergraduate programs, *Foundations of Infection Control and Prevention* is also an excellent resource for those studying for the certification in infection prevention and control (CIC®) examination administered by Certification Board of Infection Control and Epidemiology.

Contents: Introduction to the Role of Infection Preventionists and Basic Principles • Hand Hygiene • Modes of Transmission, Personal Protective Equipment, and Isolation Precautions • Cleaning, Disinfection, and Sterilization • Healthcare-Associated Infections • Vaccines and Vaccine Preventable Diseases • Foodborne Illness and Food Safety • Employee Health • Bioterrorism • Appendices

ISBN: 9781284053135 • PB • 282pp • 2018 • \$70.00



McLaughlin and Kaluzny's Continuous Quality Improvement in Health Care, 5/e

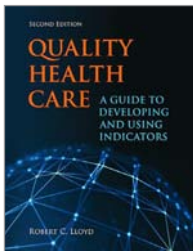
William A. Sollecito & Julie K. Johnson

Through a unique interdisciplinary perspective on quality management in health care, this text covers the subjects of operations management, organizational behavior, and health services research. With a particular focus on Total Quality Management and Continuous Quality Improvement, the challenges of implementation and institutionalization are addressed using examples from a variety of health care organizations, including primary care

clinics, hospital laboratories, public health departments, and academic health centers.

Contents: The Global Evolution of Continuous Quality Improvement: From Japanese Manufacturing to Global Health Services • Factors Influencing the Application and Diffusion of CQI in Health Care • Integrating Implementation Science Approaches Into Continuous Quality Improvement • Understanding Variation, Tools and Data Sources for CQI in Health Care • Lean and Six Sigma Management: Patient Flow Physics, Building a Foundation for Optimal Patient Care • Understanding and Improving Team Effectiveness in Quality Improvement • The Role of the Patient in Continuous Quality Improvement • A Social Marketing Approach to Increase Adoption of Continuous Quality Improvement Initiatives • Assessing Risk and Harm in the Clinical Microsystem Classification and Reduction of Medical Errors • Classification and Reduction of Medical Errors • Continuous Quality Improvement in U.S. Public Health Organizations: Widespread Adoption and Institutionalization • Health Service Accreditation: A Strategy to Promote and Improve Safety and Quality • Quality Improvement in Low and Middle-Income Countries Lisa R Hirschhorn and Rohit Ramaswamy • A Call to Action for Transforming Health Care in the Future

ISBN: 9781284126594 • PB • 650pp • 2020 • \$89.95



Quality Health Care: A Guide to Developing and Using Indicators, 2/e

Robert C. Lloyd

Written by an internationally-recognized expert in the field of quality management, this text is an essential guide for understanding how to plan and implement a successful quality measurement program in your healthcare facility. This book explores how to analyze the data by detailing how variation lives in your data, and whether this variation is acceptable. Case studies are provided to demonstrate how quality measurement can be applied to clinical

as well as operational aspects of healthcare delivery. The book helps students understand how to plan and implement a successful quality measurement program in a healthcare facility – not only *how* to measure but *what* to measure

Contents: Setting the Context for Measurement • Why Are You Measuring? • Measuring the Voice of the Customer • Milestones in the Quality Measurement Journey • Organizing Indicators into a Strategic Dashboard • Tapping the Knowledge that Hides in Data • Overcoming Numerical Illiteracy • Understanding Variation with Run Charts • Understanding Variation with Shewhart Charts • Applying Quality Measurement Principles • Connecting the Dots

ISBN: 9781284023077 • PB • 368pp • 2019 • \$75.00



Health Care Supply Chain Management: Elements, Operations, and Strategies

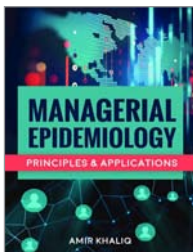
Gerald R. Ledlow, Karl B. Manrodt & David E. Schott

Health Care Supply Chain Management examines supply chain management within the unique context of healthcare services delivery. The authors, with over 60 years combined experience in healthcare administration, supply chain, and academia, examine the critical topics of sourcing, logistics, security and compliance, purchasing, storage and inventory management, distribution, vendor management, as well as future challenges in health care.

Students of health administration, public administration, public health, nursing and other allied health professions will learn the most current and effective methods for the management of the supply chain that will contribute to success in the delivery and financing of healthcare services.

Contents: Introduction • The Healthcare Supply Chain • Acquiring • Moving, Storing, and Dispensing • Dispensing at Points of Care, Security and Compliance in the Supply Chain • Informing: Information Systems in the Healthcare Supply Chain • Operations of Acquiring • Operations of Storing: Storage and Inventory Management • Operations of Dispensing: Distribution to Points of Care • Leading the Healthcare Supply Chain • Building a Culture of Healthcare Supply Chain Excellence: Leading, Planning, Managing, Deciding, and Learning • Measuring Compatibility Gaps in Relationships and Business Models That Influence Strategy • Lessons To Transform Healthcare Contract Performance: Transaction Cost Economics • The Health Leader, Information, Decisions and Creating a Knowledge Culture in the Supply Chain: The 4 Ps of Health Analytics Adoption • A Synthesis of Healthcare Supply Chain Value

ISBN: 9781284081855 • PB • 400pp • 2017 • \$65.00



Managerial Epidemiology: Principles & Applications

Amir Khaliq

Managerial Epidemiology will help future administrators and managers of health services in planning and delivery of health services through data-driven evidence-based management practices.

This new *First Edition* on *Managerial Epidemiology* provides a solid balance of baseline materials on epidemiologic methods and a focus on tools and skills required to succeed as a healthcare manager. The book fulfills the specific requirement by the Commission on Accreditation of Healthcare

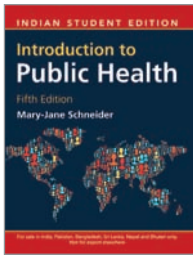
Management Education (CAHME) for a course on Managerial Epidemiology.

The text broadens the definition and scope of Epidemiology from the distribution, spread, and containment of health problems in populations to the planning, organization, and management of health.

Each chapter includes a self-test, case study or exercise, and a glossary of terms.

Contents: Epidemiology for Evidence Based Management • Determinants of Individual and Population Health • Assessment of Personal and Population Health • Epidemiologic Measures of Population Health • Descriptive Epidemiology • Behavioral Epidemiology • Infectious Disease Epidemiology • Injury Epidemiology • Epidemiology and Measurement of Quality • Community Health Needs Assessment (CHNA) • Healthcare Planning • Prevention, Detection, and Monitoring of Disease • Basic Statistical Concepts and Tests • Observational Studies • Experimental Studies

ISBN: 9781284082173 • PB • 400pp • 2020 • \$60.00



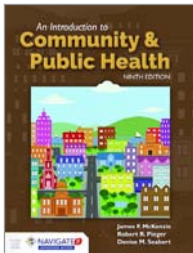
Introduction to Public Health, 5/e

Mary-Jane Schneider

Introduction to Public Health, Fifth Edition offers a thorough, accessible overview of the expanding field of public health for students new to its concepts and actors. Packed with illustrative real-world examples, this updated edition provides students with informative discussions of the current technical issues and practical obstacles facing public health practitioners and policymakers alike.

Contents: Part I: What is Public Health? • Part II: Analytical Methods of Public Health • Part III: Biomedical Basis of Public Health • Part IV: Social and Behavioral Factors in Health • Part V: Environmental Issues in Public Health • Part VI: Medical Care and Public Health • Part VII: The Future of Public Health • Glossary • Index

ISBN: 9789384323257 • PB • 624pp • 2017 • ₹995.00



An Introduction to Community & Public Health, 9/e

James F. McKenzie, Robert R. Pinger & Denise M. Seabert

An Introduction to Community & Public Health, Ninth Edition provides learners with the latest trends and statistics in this evolving field. With an emphasis on developing the knowledge and skills necessary for a career in health education and health promotion, this best-selling introductory text covers such topics as epidemiology, community organizations, program planning, minority health, mental health, environmental health, drug use and abuse, safety, and occupational health. A robust pedagogy and enhanced

digital learning component encourages students to understand and retain community health issues and better prepare for their future careers.

Contents: Unit I: Foundations of Community and Public Health • Unit II: The Nation's Health • Unit III: Environmental Health and Safety

ISBN: 9781284108415 • PB • 544pp • 2018 • \$75.00



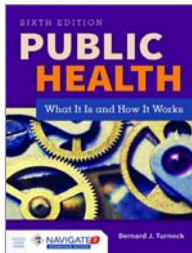
Essentials of Public Health, 3/e

Bernard J. Turnock

Written for senior-level undergraduates or graduate students in public health, health science, nursing, and other health professions, *Essentials of Public Health* gives special focus to public health careers and the workings of public health agencies.

Contents: What is Public Health? • Measuring Population Health • Public Health and the Health System • Law, Government, and Public Health • 21st-Century Community Public Health Practice • Public Health Emergency Preparedness and Response • Public Health Workforce • Public Health Administration • Environmental and Occupational Health • Public Health Nursing • Epidemiology and Disease Control • Public Health Education and Information • Additional Public Health Professional and Technical Occupations • Public Health Practice: Future Challenges • Glossary • Index

ISBN: 9781284069358 • PB • 294pp • 2016 • \$65.00

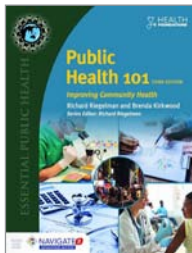


Public Health: What It Is and How It Works, 6/e

Bernard J. Turnock

The book covers the origins and development of the modern public health system; the relationship of public health to the overall health system; how the system is organized at the federal, state, and local levels; its core functions and how well these are currently being addressed; evidence-based practice and an approach to program planning and evaluation for public health interventions; public health activities such as epidemiological investigation, biomedical research, environmental assessment, policy development, and more. The *Sixth Edition* is a thorough update that covers topics like: the Affordable Care Act, strategic planning, accreditation of public health organizations and credentialing of public health workers.

ISBN: 9781284069419 • PB • 454pp • 2016 • \$70.00



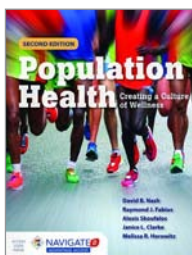
Public Health 101: Improving Community Health, 3/e

Richard Riegelman & Brenda Kirkwood

The book provides a big-picture, population perspective on the determinants of health and disease and the tools available to protect and promote health. Now with a greater emphasis on community involvement and providing community based-services, the *Third Edition* examines the full range of options for intervention including use of the healthcare system, the public health system, and society-wide systems such as laws and taxation. Through a unique set of case studies, vignettes, and extensive examples, readers will come away with a clear understanding of how public health affects their everyday lives.

Contents: Section I: Principles of Population Health • Section II: Tools of Population Health • Section III: Preventing Disease, Morbidity and Mortality • Section IV: Health Professionals, Healthcare Institutions, and Healthcare Systems • Section V: Public Health Institutions and Systems

ISBN: 9781284118445 • PB • 338pp • 2019 • \$60.00



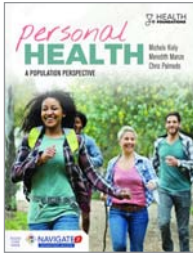
Population Health: Creating a Culture of Wellness, 2/e

Nash, Fabius, Clarke, Horowitz & Skoufalos

Aimed at students and practitioners in health care settings, *Population Health: Creating a Culture of Wellness, Second Edition* conveys the key concepts of population health management and strategies for creating a culture of health and wellness in the context of health care reform. Beginning with a new opening chapter, entitled, "Building Cultures of Health and Wellness", the *Second Edition* takes a comprehensive, forward-looking approach to population health with an emphasis on creating a culture of wellness. The revised text takes into consideration the Affordable Care Act and its substantial impact on how health science is taught, how health care is delivered and how health care services are compensated in the United States.

Contents: Section I: Overview and Policy • Section II: Population Health and the Patient • Section III: Population Health Across the Continuum • Section IV: Business • Section V: Population Health Research • Appendix

ISBN: 9781284047929 • PB • 466pp • 2016 • \$70.00



Personal Health: A Population Perspective

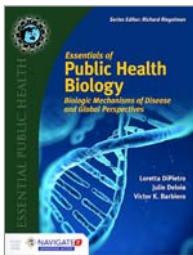
Michele Kiely, Meredith Manze & Chris Palmedo

This book will help in understanding relevant personal health issues, set within a broader population health framework.

Contents: Health, An Introduction • Starting with Food: Nutrition and Health • Let's Get Moving: Active Living For Better Health • Keep Calm & Carry On: Complementary, Alternative and Spiritual Approaches to Health • Beyond the Birds & the Bees: Sexual & Reproductive Health • Minding Your Mental Health • This is Your Brain on Addiction: Substance Use and Addictive

Behaviors • Don't Share These with Your Friends: Infectious Diseases. • The Band-aid Brigade: Injuries and Accidents • Be on the Right Side: Prevent Violence • Nurture Nature: Environmental Health • Aging, Dying & Death • A Growing Challenge: Chronic Diseases • Getting Covered — Health Care Policy and Health Insurance • Global Health — We are the World • From Information to Action

ISBN: 9781284099652 • PB • 650pp • 2020 • FORTHCOMING



Essentials of Public Health Biology: Biologic Mechanisms of Disease and Global Perspectives

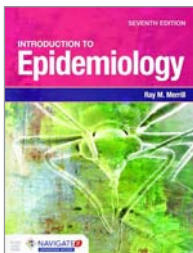
Loretta DiPietro, Julie Deloia & Victor K. Barbiero

Public health students at all levels need to understand the biological basis for public health. New preventive, diagnostic, and therapeutic technologies cannot be successfully applied without a comprehension of the underlying biology.

The book starts by introducing students to basic concepts of cellular biology, immunology, and physiology which are key to appreciating the connections between biology and public health. The authors build on these concepts to

discuss the biological aspects of important public health problems from communicable diseases and non-communicable diseases to aging, nutrition, environmental exposures, and injuries.

ISBN: 9781284077919 • PB • 240pp • 2019 • \$88.95



Introduction to Epidemiology, 7/e

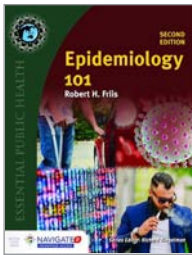
Ray M. Merrill

This full color text emphasizes the application of the basic principles of epidemiology according to person, place, and time factors in order to solve current, often unexpected, and serious public health problems. Offering real-world examples in the form of case studies and news files in each chapter, *Introduction to Epidemiology* is an accessible and effective approach to learning epidemiology.

Contents: Introduction • Foundations of Epidemiology • Historic

Developments in Epidemiology • Practical Disease Concepts in Epidemiology • Design Strategies and Statistical Methods in Descriptive Epidemiology • Descriptive Epidemiology According to Person, Place, and Time • General Health and Population Indicators • Design Strategies and Statistical Methods in Analytic Epidemiology • Experimental Studies in Epidemiology • Causality • Field Epidemiology • Chronic Disease Epidemiology • Clinical Epidemiology • Appendices

ISBN: 9781284094350 • PB • 340pp • 2017 • \$60.00



Epidemiology 101, 2/e

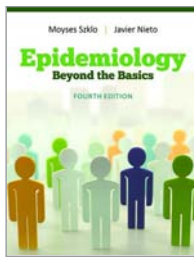
Robert H. Friis

Now in full colour, this best-selling text will introduce you to the basics of infectious disease epidemiology, environmental epidemiology, molecular epidemiology, and psychosocial/behavioral epidemiology. End-of-chapter exercises provide access to a laboratory component for college science courses that require a laboratory.

Contents: History, Philosophy, and Uses of Epidemiology • Epidemiology and Data Presentation • Epidemiologic Measurements Used to Describe Disease Occurrence • Data and Disease Occurrence • Descriptive Epidemiology:

Patterns of Disease—Person, Place, Time • Association and Causality • Analytic Epidemiology: Types of Study Designs • Epidemiology and the Policy Arena • Epidemiology and Screening for Disease • Infectious Diseases and Outbreak Investigation • Social and Behavioral Epidemiology • Special Epidemiologic Applications

ISBN: 9781284107852 • PB • 298pp • 2018 • \$70.00



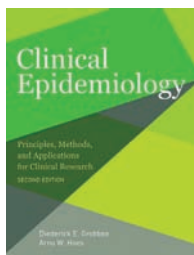
Epidemiology: Beyond the Basics, 4/e

Moyses Szklo & Javier Nieto

The *Fourth Edition* offers updated examples and new exercises in each chapter as well as many new discussions of topics such as: prevalence ratios vs. odds ratios; inverse probability weighting as a technique for correcting for selection bias; regression to the mean as a source of confounding (Glymour bias); mediation analysis; correction for competing causes in multivariate analysis; the extension of the Cox model for the analysis of nested case-control studies; multilevel analysis; translational epidemiology and much

more.

ISBN: 9781284116595 • PB • 578pp • 2019 • \$68.00



Clinical Epidemiology: Principles, Methods, and Applications for Clinical Research, 2/e

Diederick E. Grobbee & Arno W. Hoes

Clinical Epidemiology: Principles, Methods, and Applications for Clinical Research, Second Edition is a comprehensive resource that introduces the reader to the basics of clinical epidemiology and explores the principles and methods that can be used to obtain quantitative evidence on the effects of interventions and on the diagnosis, etiology, and prognosis of disease. The everyday challenges of clinical research and the quantitative knowledge required

to practice medicine are also examined, making this book a valuable reference for both graduate and undergraduate students in medicine and related disciplines, as well as for professionals involved in the design and conduct of clinical research.

ISBN: 9781449674328 • PB • 472pp • 2015 • \$99.95

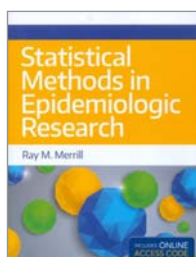


Essentials of Epidemiology in Public Health, 4/e

Ann Aschengrau & George R. Seage III

The text opens with five chapters covering the basic epidemiologic concepts and data sources. Full chapters on bias, confounding, and random error, including the role of statistics in epidemiology, ensure that students are well-equipped with the necessary information to interpret the results of epidemiologic studies. An entire chapter is also devoted to the concept of effect measure modification, an often-neglected topic in introductory textbooks. Up-to-date examples from the epidemiologic literature on diseases of public health importance are provided throughout the book.

ISBN: 9781284128352 • PB • 750pp • 2020 • \$89.95



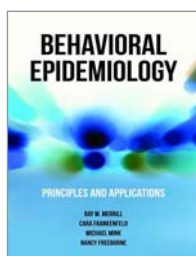
Statistical Methods in Epidemiologic Research

Ray M. Merrill

With the many advances in the control of infectious disease over the last 100 years, the role of epidemiology in public health has transformed significantly. Epidemiologic research now includes the study of acute and chronic disease, as well as the events, behaviors, and conditions associated with health. From seasoned author, Ray Merrill, this text explores how epidemiologic methods are conducted and interpreted. In four sections, *Statistical Methods in Epidemiologic Research* covers basic concepts in epidemiology and statistics, study designs, statistical techniques and applications, and special topics.

Contents: Section I: Basic Concepts in Epidemiology and Statistics • Section II: Epidemiologic Study Designs • Section III: Statistical Techniques and Epidemiologic Application • Section IV: Special Topics • Appendices

ISBN: 9781284050202 • PB • 926pp • 2016 • \$65.00



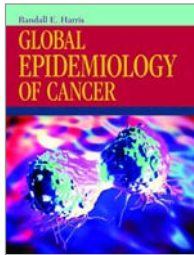
Behavioral Epidemiology: Principles and Applications

Merrill, Frankenfild, Mink & Freeborne

The text reviews how we study health in relation to behaviors, the complexities of such studies, ways to minimize these complexities, and how to use this knowledge to prevent and control disease in human populations.

Contents: Introduction • Behavioral Sciences Research • Health Behavior and Theory • Determinants of Behavior • Behavioral Epidemiologic Research • Frequency Measures in Epidemiology • Sources and Uses of Available Population-Based Behavior Data • Data Collection, Misclassification and Missing Data • Statistical Application to Behavior Data • Epidemiological Input for Selecting Behavioral Intervention Targets • Application Section • Case Study I: Cigarette Smoking and Lung Cancer • Case Study II: Oral Contraceptive Use and Ovarian Cancer • Case Study III: Identifying Biomarkers that Predict Diabetes and Hypertension • Case Study IV: Physical and Mental Health Predictors of Exercise/Physical Activity

ISBN: 9781449648275 • PB • 300pp • 2016 • \$68.00

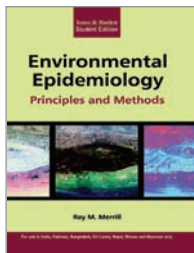


Global Epidemiology of Cancer

Randall E. Harris

In 28 chapters, *Global Epidemiology of Cancer* provides a basic overview of the most commonly occurring cancers, their worldwide incidence, and mortality. Designed for the health sciences, particularly those in epidemiology, public health, and medicine, this comprehensive resource is ideal as a primary text for an overview course or seminar on Cancer or Cancer epidemiology. **Key Features:** Backed with research and draws upon worldwide information to address the global landscape of cancer • Offers clear, concise descriptions of each specific type of oncologic disease as well as its epidemiology, etiology, risk factors and preventive factors • Includes a wealth of information on the pathogenesis of the disease as we currently understand it at the molecular level

ISBN: 9781284034455 • PB • 430pp • 2016 • \$70.00

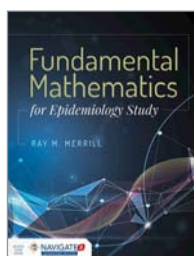


Environmental Epidemiology: Principles and Methods

Ray M. Merrill

Contents: Section I: Concepts and Methods in Environmental Epidemiology • Introduction to Environmental Epidemiology • Basic Elements of Research, Exposure and Outcome Assessment • Monitoring Environmental Health • Epidemiologic Study Designs • Statistical Modeling and Inference • Casual Inference • Section II: Environmental Epidemiology According to Person, Place and Time • Disease Clusters • Mapping and Geographic Information Systems • Time Series • Section III: Applications of Environmental Epidemiology • Indoor and Ambient Air Quality and Health • Soil and Food Contaminants and Health • Water and Health • Radiation and Health • Climate Change and Health • Appendices

ISBN: 9789380108100 • PB • 494pp • 2010 • ₹395.00



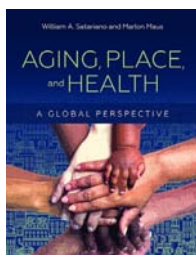
Fundamental Mathematics for Epidemiology Study

Ray M. Merrill

As the first of its kind, this book reviews fundamental math concepts and procedures for epidemiology. Students will learn how to connect the math principles and procedures to the epidemiologic study designs and real-life problems and case studies. Includes links to online videos and problems that can be solved iteratively, with instant feedback. It offers a pre- and post-test in each chapter to allow students to test out what they've learned.

Contents: Mathematics in Epidemiology • Arithmetic and Algebra in Epidemiology • Descriptive Statistical Measures in Epidemiology • Probability in Epidemiology • Statistical Inference in Epidemiology • Measures of Association • Appendix A: Notation and Equations • Appendix B: Answers to Select Practice Problems

ISBN: 9781284127331 • PB • 276pp • 2020 • \$32.00

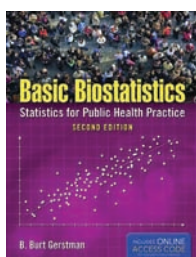


Aging, Place, and Health: A Global Perspective

William A. Satiriano & Marlon Maus

Contents: Preface • Global Aging of the Population: The Significance of an Epidemiological Perspective • Aging, Health and the Environment: An Ecological Model • Early Life Predictors of Late Life Health • Survival, Mortality and Cause of Death • Aging and Late-Life Mobility • Aging and Cognitive Functioning • Aging and the Epidemiology of Depression • Disease, Comorbidity and Multimorbidity • Frailty and Geriatric Syndromes • Aging and Falls • Motor Vehicle Crashes and Other Traffic-related Injury and Death in Older Populations • Conducting International Epidemiological Studies of Aging • Roadmap for Statistics in Aging Studies • Healthy Aging and Its Implications for Public Health: Social and Behavioral Interventions • Healthy Aging and Its Implications for Public Health: Healthy Communities • Future Directions • Glossary • Index

ISBN: 9781284069389 • PB • 378pp • 2018 • \$88.95



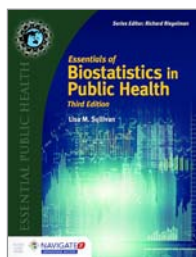
Basic Biostatistics: Statistics for Public Health Practice, 2/e

B. Burt Gerstman

Basic Biostatistics is a concise, introductory text that covers biostatistical principles and focuses on the common types of data encountered in public health and biomedical fields.

Contents: Part I: General Concept and Techniques • Measurement • Types of Studies • Frequency Distributions • Summary Statistics • Probability Concepts • Binomial Probability Distributions • Normal Probability Distributions • Introduction to Statistical Inference • Basics of Hypothesis Testing • Basics of Confidence Intervals • Part II: Quantitative Response Variable • Inference About a Mean • Comparing Independent Means • Comparing Several Means (One-Way ANOVA) • Correlation and Regression • Multiple Linear Regression • Part III: Categorical Response Variable • Inference About a Proportion • Comparing Two Proportions • Cross-Tabulated Counts • Stratified 2-by-2 Tables • Appendices

ISBN: 9781284036015 • PB • 648pp • 2015 • \$68.00



Essentials of Biostatistics in Public Health, 3/e

Lisa M. Sullivan

Essentials of Biostatistics in Public Health, Third Edition provides a fundamental and engaging background for students learning to apply and appropriately interpret biostatistics applications in the field of public health. The *Third Edition* offers a new chapter on data visualization and interpretation including guidance on reporting statistical results in tables, figures and text.

Contents: Introduction • Study Designs • Quantifying the Extent of Disease • Summarizing Data Collected in the Sample • The Role of Probability • Confidence Interval Estimates • Hypothesis Testing Procedures • Power and Sample Size Determination • Multivariable Methods • Nonparametric Tests • Survival Analysis • Data Visualization

ISBN: 9781284108194 • PB • 378pp • 2018 • \$65.00

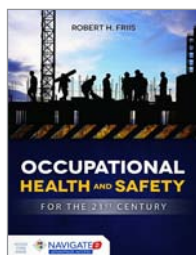


Essentials of Environmental Health, 3/e

Robert H. Friis

Essentials of Environmental Health is a clear and comprehensive study of the major topics of environmental health, including a background of the field and “tools of the trade” (environmental epidemiology, environmental toxicology, and environmental policy and regulation); Environmental diseases (microbial agents, ionizing and non-ionizing radiation); and Applications and domains of environmental health (water and air quality, food safety, waste disposal, and occupational health). The *Third Edition* maintains the structure of the previous edition with thoroughly updated examples, data, charts, tables and figures throughout. The most recent findings on the Ebola and Zika viruses have been added to the chapter on Zoonotic and vector-borne diseases. Additional study questions, exercises and ancillary materials have also been added.

ISBN: 9781284123975 • PB • 410pp • 2019 • \$72.00



Occupational Health and Safety for the 21st Century

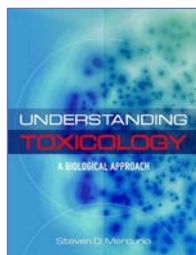
Robert H. Friis

In 10 chapters, the book first takes the reader through a detailed history of occupational health and safety efforts since Ancient Greece. It then examines each of the occupationally associated diseases and their epidemiology, including cancers, respiratory diseases, fertility and pregnancy abnormalities, hearing loss, infectious diseases, injuries and fatalities, and job stress.

Contents: Preface • Introduction to the Field of Occupational Health and Safety • Occupational Health Policy and the Regulatory Climate •

Epidemiologic and Toxicologic Aspects of Occupational Health and Safety • Hazards from Chemicals and Toxic Metals • Physical Hazards in the Workplace • Biological and Microbial Hazards in the Workplace • Examples of Major Occupational Diseases • Work-Related Injuries and Fatalities • Psychosocial Aspects of Work: Job Stress and Associated Conditions • Occupational Safety and the Prevention of Occupational Disease

ISBN: 9781284046038 • PB • 452pp • 2016 • \$70.00



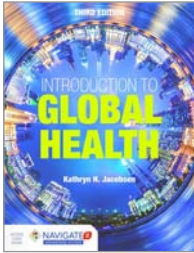
Understanding Toxicology: A Biological Approach

Steven D. Mercurio

Understanding Toxicology is a comprehensive study of toxicants and their impact on all levels of biology—from cell, to complex organism, to ecosystem. Unlike other texts of its kind, this text is uniquely structured by biological system, making it easy for readers to understand the impact of toxins on each system. Common mechanisms are explored in the cellular and complex organ system chapters to approach a systems biology perspective that is more applicable to modern computational toxicology risk assessment.

Contents: Preface • Part I: Introduction • Part II: Toxic Reactions of Cells • Part III: Toxic Reactions of Tissues/Organs • Part IV: Toxic Reactions of Ecosystems • Part V: Biological Toxicants

ISBN: 9780763771164 • PB • 952pp • 2017 • \$65.00



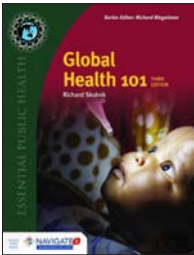
Introduction to Global Health, 3/e

Kathryn H. Jacobsen

The *Third Edition* of *Introduction to Global Health* has been significantly expanded to present the full spectrum of topics that are now included as part of the global health agenda, including global health dynamics, the links between the Sustainable Development Goals (SDGs) and global health priorities, the socioeconomic and environmental determinants of health, the connections between health and human rights, and the funding and implementation of global public health initiatives.

Introduction to Global Health emphasizes strategies for the prevention and control of infectious diseases, reproductive health concerns, nutritional disorders, noncommunicable diseases, mental health disorders, and injuries, featuring strategies for health promotion across the lifespan.

ISBN: 9781284123890 • PB • 486pp • 2019 • \$60.00



Global Health 101, 3/e

Richard Skolnik

Global Health 101, Third Edition is a clear, concise, and user-friendly introduction to the most critical issues in global health. It illustrates key themes with an extensive set of case studies, examples, and the latest evidence. Particular attention is given to the health-development link, to developing countries, and to the health needs of poor and disadvantaged people. The *Third Edition* is a thorough revision that offers an extensive amount of new and updated information, while maintaining clarity, simplicity, and ease of use for faculty and students.

Contents: Part I: Principles, Measurements, and the Health–Development Link • Part II: Cross-Cutting Global Health Themes • Part III: The Burden of Disease • Part IV: Working Together to Improve Global Health

ISBN: 9781284163544 • PB (Kit) • 434pp • 2016 • \$88.95



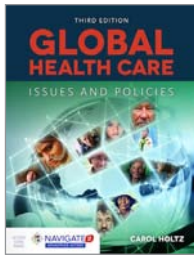
Global Health: Diseases, Programs, Systems, and Policies, 4/e

Michael H. Merson, Robert E. Black & Anne J. Mills

Global Health: Diseases, Programs, Systems, and Policies, Fourth Edition brings together contributions from the world's leading authorities into a single comprehensive text. It thoroughly examines the wide range of global health challenges facing low and middle income countries today and the various approaches nations adopt to deal with them. These challenges include measurement of health status, infectious and chronic diseases, injuries, nutrition, reproductive health, global environmental health and complex emergencies. The

book also explores emerging health systems, their financing, and management, and the roles of nation states, international agencies, the private sector and nongovernmental organizations in promoting health. The *Fourth Edition* also offers thorough updates on chapters on the Social Determinants of Health; Health and the Economy; Cooperation in Global Health; and Globalization and Health.

ISBN: 9781284122626 • HB • 1100pp • 2020 • \$96.95



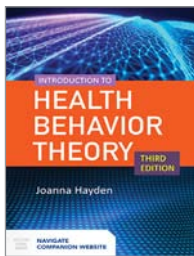
Global Health Care: Issues and Policies, 3/e

Carol Holtz

This textbook provides students with current information on various global health topics. Written by academic authors, scientists and health practitioners, the text prepares students with a basic perspective of health policy issues from various geographical regions, and explains how they are affected by significant world events. The text addresses international health and healthcare at both the undergraduate and graduate levels.

Contents: Section I: Global Health Issues, Policy, and Healthcare Delivery • Section II: Special Global Health and Healthcare Issues • Section III: Life Span Health Issues • Section IV: Worldwide Health Issues and Trends by Specific Country

ISBN: 9781284070668 • PB • 644pp • 2017 • \$65.00



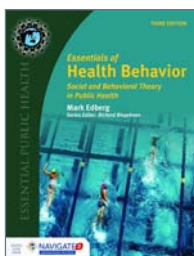
Introduction to Health Behavior Theory, 3/e

Joanna Hayden

Introduction to Health Behavior Theory, Third Edition is designed to provide students with an easy to understand, interesting, and engaging introduction to the theoretical basis of health education. It help students understand what theory is, how theories are developed, and what factors influence health behavior theory.

Contents: Introduction to Theory • Self-Efficacy Theory • The Theory of Reasoned Action and the Theory of Planned Behavior • Health Belief Model • Attribution Theory • Transtheoretical Model - Stages of Change • Protection Motivation Theory • Social Cognitive Theory • Diffusion of Innovation • Social Ecological Model • Social Capital Theory • Choosing a Theory

ISBN: 9781284125115 • PB • 308pp • 2019 • \$83.95



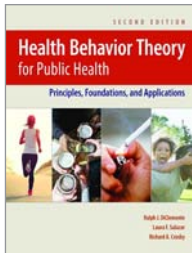
Essentials of Health Behavior: Social and Behavioral Theory in Public Health, 3/e

Mark Edberg

In clear and accessible language, this text provides the student with a background of the kinds of social and behavioral theories that guide our understanding of health related behavior and form the background for health promotion and prevention efforts. It is filled with real life examples and profiles. It provides the groundwork for understanding, assessing, and effectively applying theories of human behavior within the practice of public

health. The *Third Edition* keeps pace with developments such as rapidly evolving social media, increased global population diversity, and emerging epidemics.
Contents: Section I: On Health and Behavior—An Introduction • Section II: On the Roots of Behavior—A Multidisciplinary Survey • Section III: Putting Theory into Practice • Section IV: Current Trends.

ISBN: 9781284145359 • PB • 240pp • 2019 • \$78.95



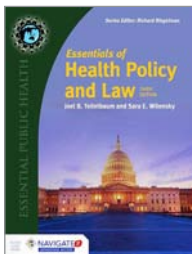
Health Behavior Theory for Public Health: Principles, Foundations, and Applications, 2/e

Ralph J. DiClemente, Laura F. Salazar & Richard A. Crosby

Divided into three sections, the book takes an ecological approach to learning about health behavior theory and its application. The reader will first gain a broad understanding of health, public health, health behavior and health promotion planning. This is followed by a straightforward and expansive look at the most commonly applied theories and approaches to public health research and programs. Students will come away with a clear

understanding of how theory fits into the larger scope of public health research and practice.

ISBN: 9781284129885 • PB • 322pp • 2019 • \$52.00



Essentials of Health Policy and Law, 3/e

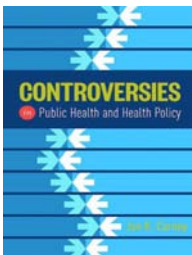
Joel B. Teitelbaum & Sara E. Wilensky

The book provides students of public health, medicine, nursing, public policy, and health administration with answers to and analytic frameworks for the complex questions, including in-depth discussions of the essential policy and legal issues impacting and flowing out of the healthcare and public health systems and the way health policies and laws are formulated.

Contents: Part I: Setting the Stage: An Overview of Health Policy and Law
• Understanding the Role of and Conceptualizing Health Policy and Law •

Policy and the Policymaking Process • Law and the Legal System • Overview of the Health Care System • Public Health Institutions and Systems • Part II: Essential Issues in Health Policy and Law • Individual Rights in Health Care and Public Health • Social Determinants of Health and the Role of Law in Optimizing Health • Understanding Health Insurance • Health Economics in a Health Policy Context • National Health Reform • Government Health Insurance Programs: Medicaid, CHIP, and Medicare • Health Care Quality Policy and Law • Public Health Preparedness Policy • Part III: Basic Skills in Health Policy Analysis • The Art of Structuring and Writing a Health Policy Analysis

ISBN: 9781284162585 • PB (Kit) • 2017 • \$70.00



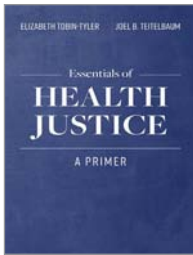
Controversies in Public Health and Health Policy

Jan K. Carney

Contents: Health vs. Health Care • Improving Health Literacy: Finding High-Quality Web-Based Information • Obesity – Is Fat the New Normal? • Preventing Obesity–Raising the Price of Sugar-Sweetened Beverages? • Tobacco: E-Cigarettes – Help or Hazard? • Tobacco: Reducing Exposure to Secondhand Smoke • Alcohol: Binge Drinking on College Campuses • Health Reform: Controlling Costs • Health Reform: Improving Health • Health Care – Improving Veterans’ Health • Mental Health – A Continuing Crisis •

Immunizations – Parent Choice vs. Public Health • Prescription Drug Abuse • Infectious Diseases: Climate Change & Public Health • Infectious Diseases: Antibiotic Resistance & Public Health • Preventing Firearm Injuries – A Public Health Issue • Preventing Injuries: Concussions in Sports • HIV & AIDS: The Fourth Decade • Radiation – Benefits & Risks of Medical Imaging • Physical Activity – Is Sitting Death?

ISBN: 9781284049299 • PB • 394pp • 2016 • \$60.00

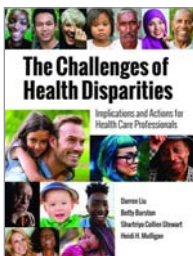


Essentials of Health Justice: A Primer

Elizabeth Tobin-Tyler & Joel B. Teitelbaum

Unlike other texts of its kind, *Essentials of Health Justice* uniquely focuses on the legal, structural, and justice issues underlying health disparities; the adequacy of current safety net programs and legal protections affecting the health of vulnerable populations; health policy, law and system design focused on achieving health equity; and concrete strategies for bringing about change to promote health justice. *Essentials of Health Justice* can serve as a stand-alone text or supplement for a range of undergraduate, graduate, law, public health, medical, nursing and other health professions courses.

ISBN: 9781284152074 • PB • 178pp • 2019 • \$28.50

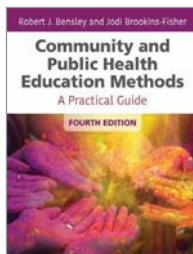


The Challenges of Health Disparities: Implications and Actions for Health Care Professionals

Darren Liu, Betty Burston, Shartriya Collier-Stewart & Heidi H. Mulligan

This unique text explores health disparities in the United States and their implications from the perspective of health care administration. The book begins with a broad overview of health disparities including definitions from local, state, and federal legislation, as well as alternative definitions. The authors examine current and past frameworks of analysis regarding the causes of disparities and provide a statistical overview of death rates and their implications for health care administrators. In the final section of the book, each chapter looks at health disparities within each type of health care environment such as physician practices, hospitals, pharmaceutical products, Medicare/Medicaid, long-term care, insurance markets, and more.

ISBN: 9781284156096 • PB • 500pp • 2020 • \$53.00



Community and Public Health Education Methods: A Practical Guide, 4/e

Robert J. Bensley & Jodi Brookins-Fisher

It teaches students to effectively communicate health education messages and positively influence the norms and behaviors of both individuals and communities. Section I focuses on building the foundation for selecting and applying community health education methods, including chapters focusing on theories and models, becoming a professional, promoting multicultural diversity, social marketing concepts, and health communication strategies. Chapters in sections II and III follow a similar format that includes an introduction to the topics, steps for implementing the skill, tips and techniques for successful implementation, strategies for overcoming challenges, and expected outcomes.

Contents: Section 1: Building the Foundation for Selecting and Applying Community and Public Health Education Methods and Strategies • Section 2: Acquiring the Tools for Applying Community and Public Health Education Methods and Strategies • Section 3: Applying Community and Public Health Education Methods and Strategies at the Community and Policy Level

ISBN: 9781284142174 • PB • 298pp • 2019 • \$56.00



Health Program Planning and Evaluation: A Practical, Systematic Approach for Community Health, 4/e

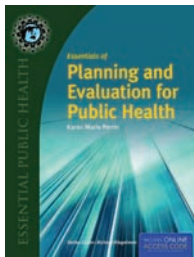
L. Michele Issel & Rebecca Wells

The book carefully walks the reader through the process for developing, implementing, and evaluating successful community health promotion programs.

Contents: Section I: The Context of Health Program Development and Evaluation • Section II: Defining the Health Problem • Section III: Health Program Development and Planning • Section IV: Implementing and

Monitoring the Health Program • Section V: Outcome and Impact Evaluation of Health Programs • Section VI: Additional Considerations for Evaluators

ISBN: 9781284112115 • PB • 428pp • 2018 • \$60.00



Essentials of Planning and Evaluation for Public Health

Karen Marie Perrin

The book provides students with a basic understanding of the importance of and the key approaches used to conduct and evaluate effective public health programs. Examples and case studies are woven throughout, from a broad array of public health applications such as global health, environmental health, community health, and social science.

Contents: Purpose • Ethics • Determinants of Health • Theories and Models • Reliability and Validity • Qualitative Data • Evaluation Design • Surveys

• Data Tools • Populations and Samples • Inferential Statistics • Budgets and Cost Analyses • Reports and Presentations • Case Study: Learn, Experience, and Achieve Program (LEAP): Program Planning and Evaluation

ISBN: 9781284050196 • PB • 254pp • 2016 • \$65.00



Introduction to Health Research Methods: A Practical Guide, 2/e

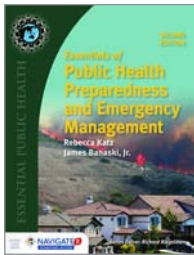
Kathryn H. Jacobsen

This clear, practical, and straightforward text demystifies the research process and empowers students and other new investigators to conduct their own original research projects.

In five sections, *Introduction to Health Research Methods* describes the entire research process beginning with the identification of a research question and the selection of a study approach, proceeding through the collection and

analysis of data and the preparation of a formal scientific report, and ending with academic and professional presentations and publishing. By breaking down the process into manageable steps, *Introduction to Health Research Methods* communicates the excitement and importance of health research—and encourages readers to make their own contribution to improving the health of individuals and communities through research.

ISBN: 9781284094381 • PB • 376pp • 2017 • \$65.00

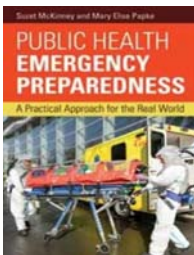


Essentials of Public Health Preparedness and Emergency Management, 2/e

Rebecca Katz & Jim Banaski, Jr.

The public health community plays a vital role in identifying, responding to, containing, and recovering from emergencies. *Essentials of Public Health Preparedness and Emergency Management* takes an all hazards approach to public health preparedness and emergency management by providing broad perspectives on local, national, and global threats. The *Second Edition* adds authoritative coverage of the field of Emergency Management with the addition of a new co-author, James Banaski, Jr., a hands-on emergency management professional. The *Second Edition* also includes case studies on Ebola and Zika which demonstrate approaches to addressing the threat of emerging infectious diseases.

ISBN: 9781284121476 • PB • 210pp • 2019 • \$83.95

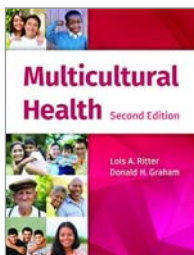


Public Health Emergency Preparedness: A Practical Approach for the Real World

Suzet McKinney & Mary Elise Papke

Public Health Emergency Preparedness: Practical Applications for the Real World is a comprehensive examination of the critical competencies necessary to prepare for and respond to Public Health emergencies. Starting with a historical context of the early preparedness need, the book defines emergency preparedness and the legal framework for the field. The book goes on to cover the full range of the field from hazards and threats to considerations for leadership development in the field. It includes information on roles and responsibilities of local, state, and national organizations, the cycle of practice for preparedness officials, as well as principles of incident management and response; and finally, considerations for leadership development in the field.

ISBN: 9781284069259 • PB • 196pp • 2019 • \$51.00



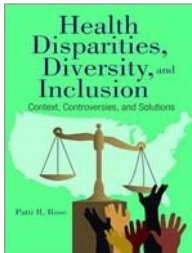
Multicultural Health, 2/e

Lois A. Ritter & Donald H. Graham

Focusing on differences in cultural beliefs about health and illness, and models for cross-cultural health and communication, this text helps students and professionals learn effective ways to implement health promotion programs and program evaluation across cultures.

Contents: Unit I: The Foundations • Introduction to Multicultural Health • Theories and Models Related to Multicultural Health • Worldview and Health Decisions • Complementary and Alternative Medicine • Religion, Rituals, and Health • Communication and Health Promotion in Diverse Societies • Unit II: Specific Cultural Groups • Hispanic and Latino American Populations • American Indian and Alaskan Native Populations • African American Populations • Asian American Populations • European and Mediterranean American Populations • Non-Ethnic Cultures • Unit III: Looking Ahead • Closing the Gap: Strategies for Eliminating Health Disparities

ISBN: 9781284021028 • PB • 324pp • 2017 • \$75.00



Health Disparities, Diversity, and Inclusion: Context, Controversies, and Solutions

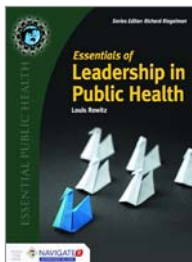
Patti R. Rose

This introductory text addresses the topic of health disparity head on, exploring steps that must be taken to prepare for the rapidly changing demographics in American society, including immigration reform (emerging majorities), and evidenced based information substantiating the fact that diversity matters in terms of the provision of health care. The book highlights steps that key stakeholders, including federal, state, and private health care

and public health entities, should take to ensure that representatives from emerging majority groups are involved with and serve as leaders in terms of the provision of health care at every level.

Contents: Introduction • Health Disparities: The Meaning and a Historical Overview • The Extent of the Health Status Gap and Why it has Not Been Closed • What is and Who Defines Diversity? • Health Disparities by the Numbers and Obamacare • Diversity in Healthcare: Making it Happen and Sustaining it • Health Disparities in Urban Communities: The Issues, Concerns, and Solutions • Health Disparities in Rural Communities • Cultural Competency Vs. Diversity: Why Cultural Competency Also Matters • Women and Health Disparities: Specific Issues, Concerns and Solutions • Health Disparities and the Impact on the Lives of Children: Issues, Concerns and Solutions • Closing the Health Status Gap: A Spiritual Approach Towards Resolution • The Future of Health Disparities and Diversity: Recommendations Towards Solutions • Case Studies and Health Disparities • Case Studies and Diversity • Appendices

ISBN: 9781284090161 • PB • 258pp • 2018 • \$70.00



Essentials of Leadership in Public Health

Louis Rowitz

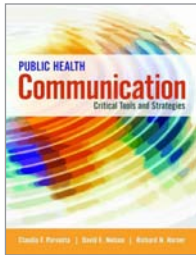
This text reflects the complexities of leadership in Public Health as well as the overall needs of effective leadership in a constantly changing social environment. In addition, the book examines the impact of health reform, with an expanding definition of public health and understanding of how our leaders will be affected by these new changes.

Part I explores the theories and principles of leadership, leadership styles and practices, the public health system, and the five levels of public health

leadership. Part II presents the core functions model and its application to public health leadership. In Part III, the author examines the leadership tools needed for the 21st-century. Part IV presents information on the personal evaluation of leadership and the evaluation of leadership programs. Part V looks to the future and presents some emerging public health trends.

Contents: Introduction • The Management and Leadership Continuum • Public Health and Adaptive Leadership • The Six Levels of Leadership • Leadership at the Personal Level • Leadership and Quality of Life • Leadership at the Team Level • Collaboration and Change • Leadership at the Organizational Level • Boards of Health and County Commissioners • Leadership at the Community Level • The Community in Crisis • Leadership at the Global Level • Cross-Cultural Communication • Professional Leadership Development • Professional Public Health Organizations • Epilogue: The Importance of Lifelong Learning

ISBN: 9781284111484 • PB • 206pp • 2018 • \$60.00



Public Health Communication: Critical Tools and Strategies

Claudia F. Parvanta, David E. Nelson & Richard N. Harner

Designed for doctoral and master's level study, *Public Health Communication: Critical Tools and Strategies for Advancing Public Health* will prepare new graduates for any entry level position in public health policy/advocacy, health communication, health promotion, social marketing, or community health education. Students will learn core concepts for planning a communication framework as well key strategies for educating the public about health issues including understanding and reporting science, communicating for policy and advocacy, and health literacy and numeracy.

Contents: Introduction to Public Health Communication • Population Health: A Primer • A Public Health Communication Planning Framework • How to Communicate About Data • Understanding and Reporting the Science • Communicating for Policy and Advocacy • Health Literacy and Clear Health Communication • Behavior Change Communication: Theories, Models and Practice Strategies • Formative Research • Media Vehicles, Platforms and Channels • Implementing a Communication Intervention • Evaluating a Health Communication Program • Clinician-Patient Communication • The Role of Communication in Cancer Prevention and Care • Crisis and Emergency Risk Communication: A Primer • Health Communication in Resource-Poor Countries • Glossary

ISBN: 9781284065947 • PB • 530pp • 2018 • \$65.00



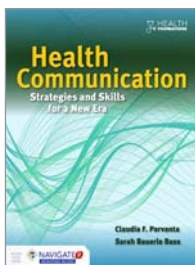
Health Industry Communication: New Media, New Methods, New Message, 2/e

Nancy J. Hicks & Christina Mazzola Nicols

The chapters offer a 360-degree view of the world of health communication from a business and marketing outlook as well as a look at special topics that impact health communicators.

Contents: Section 1: The Health Communicator's Toolbox • The Growth of Health Communications—A Story of Consumer Power and Medical Innovation • Both Sides Now: Viewing Media through the Public Relations Prism • Research for Health Communication • The Communication Planning Process • Using Paid and Shared Media in Communication Campaigns • A Practical Guide to Ethical Health Communication • Health Literacy and Risk Communication • Section 2: Institutional Communication Efforts • Health Professional Associations: Finding the Balance Between Profession and Business • Building a National Brand for a Children's Hospital • Crisis Communication in the Health Sector • Hospital Media Relations in a Time of Change • An A to Z Guide for Communicating the Launch of a New Pharmaceutical Product • The Journey to Becoming One Ascension: Building a Unified Health Care Brand • Section 3: Consumer Communication Campaigns • Plan for Your Health: A Public Education Campaign to Build Awareness and Gain Consumer Preference • "It's All Coming Together"—Communications Strategy for the Medicare Part D National Education and Enrollment Campaign • Spurring Action on Heart Disease in Women: How a Nonprofit Can Strategically Partner with a Government Campaign • Best Bones Forever! Lifecycle of a Social Marketing Campaign • Reaching Targeted Audiences in an Evolving Media Environment • Section 4: Health Policy Advocacy and Implementation • The Society for Women's Health Research—Advocacy and Communications at Work • Changing Obesity Policies and Behavioral Risk Factors through Social Marketing: Case Study of the Chicago 5-4-3-2-1 Go! Program • Health Reform: The New Era of Prevention • Insuring the Uninsured: Reaching Consumers in the DC Marketplace

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Health Communication: Strategies and Skills for a New Era

Claudia F. Parvanta & Sarah Bauerle Bass

Designed for undergraduate instruction across a range of majors or concentrations in health science, health education, public health, and health administration, as well as clinical health disciplines including nursing, allied health, and health professions, this new *First Edition* will introduce your students to the basics of health communication.

Health Communication: Strategies and Skills for a New Era provides a practical process model for developing a health communication intervention. The book also explores exposure to media and how it shapes our conceptions of health and illness. Using a community-based health communication approach, the book covers a broad base of information from communication and health behavior theory, community-based program planning, and social marketing constructs to provide students with the keys to develop effective and culturally appropriate health communication.

Key Features:

- Explores media representations and consumption of health information and audiences defined by demographic and cultural factors
- Examples and features are geared to smaller scale projects, e.g., school based, community based, health center based projects that can be implemented economically
- Current, practical methods for the use of digital and interactive media in health communication interventions
- Includes coverage of health disparities, women's health, and health literacy
- Covers worksite health, school health, and healthcare—representing key industries where health communication skills are in demand.

Contents:

Your World, Your Health • Communication 101 - What's Health Got to Do With It? • Getting it Right: Words, Numbers, and Meaning • Health Communication Practice Strategies and Theories • Creating Meaningful Health Communication • Media and Communication Channel Selection and Planning - The Plot Thickens • Planning Health Communication Interventions • Implementation and Evaluation • Communication in the Healthcare Setting • School Health • Workplace Health

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