

---

# Contents

---

<i>List of contributors</i>	vii
1 Managing complex healthcare organizations <i>James W. Begun and Marcus Thygeson</i>	1
2 Leadership resilience <i>Pamela E. Paustian</i>	18
3 High-reliability organizations <i>Patrice L. Spath</i>	38
4 Organizational planning <i>J.M. "Mickey" Trimm and John Gill</i>	66
5 Customer service <i>Myron D. Fottler and Tina Yeung</i>	98
6 Human resources management <i>Myron D. Fottler, Donna Malvey, John C. Hyde and Clyde Deschamp</i>	127
7 Disaster preparedness and response <i>Bryan K. Breland</i>	153
8 Organizational excellence <i>Leonard H. Friedman</i>	187
9 Communication <i>Charles F. Wainright and Amanda Raffenaud</i>	210
10 Healthcare marketing and social media <i>Donna Malvey, Alicia Beardsley, Peggy K. Howse and Sandra Ruff</i>	235
11 Employee motivation <i>Stephen J. O'Connor, Nancy Borkowski and Ross Kemp</i>	255
12 Organization change and transformation <i>Nancy Borkowski</i>	286

vi	<i>Handbook of healthcare management</i>	
13	Innovations in healthcare delivery <i>Donna Malvey, Alicia Beardsley, Hannah Nguyen and Myron D. Fottler</i>	310
14	Reducing medical errors <i>Joseph G. Van Matre and Donna J. Slovensky</i>	332
15	HIT to enhance patient care and organizational performance <i>Nir Menachemi, Saurabh Rahurkar and Willi L. Tarver</i>	351
16	The many lives of data <i>James H. Willig</i>	372
17	Managing clinical professionals <i>Timothy R. Huerta, Ann Scheck McAlearney and Eric W. Ford</i>	394
18	Healthcare insurance and finance <i>Dean G. Smith</i>	412
19	Long-term care <i>Carol Molinari and Ting Zhang</i>	429
20	Ethical challenges in healthcare <i>Kurt Darr and Carla J. Sampson</i>	460
21	The future of healthcare: the editors weigh in <i>Myron D. Fottler, Donna Malvey and Donna J. Slovensky</i>	483
	<i>Index</i>	509