



2019  
CATALOG

# Public Health & Health Administration

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# A MESSAGE FROM THE PUBLISHER

I am pleased to announce some exciting changes that are taking place at Jones & Bartlett Learning.

The first bit of news has to do with me. After almost 17 years at Jones & Bartlett Learning and 45 years in the college textbook publishing industry, I am retiring effective 12/31/2018. It's time for me to move on and make room for some of the young, super-bright minds we have here at Jones & Bartlett Learning.

For more than 4 decades I have devoted my efforts as Publisher to two primary fields of study: Public Health and Health Administration. And, given the tremendous support I have received from Jones & Bartlett Learning management and staff over these many years, it is neither a stretch nor a boast to say that our lists of publications are preeminent in their respective fields. Our portfolios of both print and digital products are of exceptional depth and diversity. Jones & Bartlett Learning offerings are widely adopted in college classrooms across the country and around the world.

Jones & Bartlett Learning has undertaken further measures in order to achieve even greater product diversity in future years. Each discipline—Health Administration and Public Health—is now directed and supported by a dedicated full-time Product Manager: one focused on Public Health, the other focused on Health Administration.

Sophie Fleck Teague is the new Product Manager for Public Health. Sophie has over 15 years' experience in publishing,

primarily in the role of Senior Marketing Manager for Public Health & Health Administration here at Jones & Bartlett Learning.

Danielle Bessette is the new Product Manager for Health Administration. Danielle has been with Jones & Bartlett since 2014 and she has quickly ascended the ranks, working under my direct tutelage in Health Administration for the past 2 years.

Further, Susanne Walker will be your new Senior Marketing Manager for Public Health & Health Administration. Susanne has many years of experience in marketing and publishing.

While it is with many regrets that I bring my lengthy publishing career to a close, it heartens me to know that the textbooks and digital products I have nurtured all these years will be left in most capable hands. As I pass the baton to Sophie and Danielle, I wish to thank our many wonderful authors, those in academia who have chosen to adopt our products for their courses, and the thousands of students who have studied with our titles. I am honored to have played a role in bringing knowledge and skills to the healthcare professionals and leaders of today and tomorrow.



*Michael Brown*

Michael Brown  
Publisher  
Public Health & Health Administration

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## NEW FOR 2019

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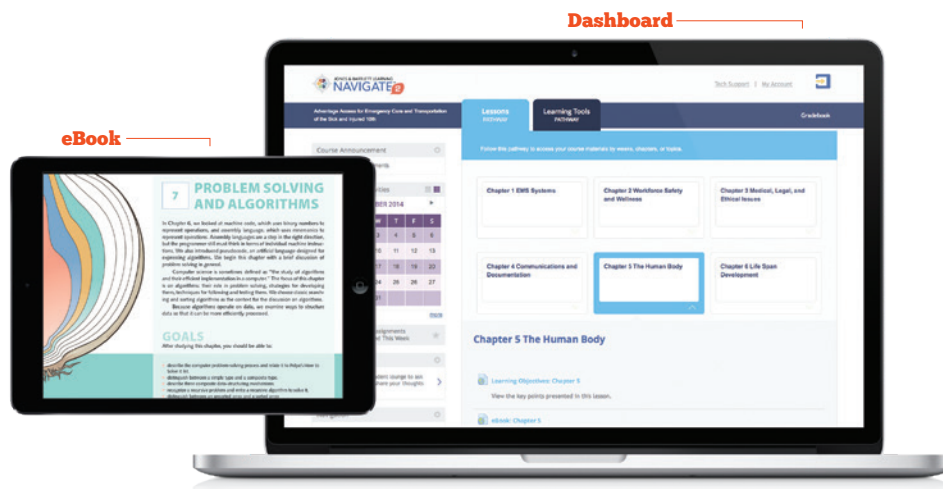
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# Population Health: A Core Component of Clinical and Administrative Health Professions Curricula

Richard Riegelman MD, MPH, PhD

Population health is rapidly becoming an overarching umbrella for principles and practices being used to integrate traditional public health, the clinical health professions, plus health policy and administration. Population health aims to improve the health of large populations, including those from vulnerable and high-risk groups. It is more than the contribution of each discipline. Population health takes a systems approach to understanding health issues and the key roles played by interprofessional collaboration.

In recent years, two major efforts have been made to define the content of population health so that it can be integrated into the basic degree education of clinical and health administration professionals as well as public health.

- The Healthy People Curriculum Task Force—made up of representatives of eight clinical health professions

educational organizations, as well as public health—has developed the *Clinical Prevention & Population Health Curriculum Framework*, which specifically defines four components, including *Foundations of Population Health* and *Clinical Practice & Population Health*. These recommendations have been widely accepted and incorporated in the accreditation requirements for graduate nursing, physician assistants, and pharmacy.

- The Association of Schools and Programs of Public Health has reinforced the need for integration of population health concepts into clinical and administrative health professions in their publication, *Population Health across All Professions*, which recognizes the need for and approaches to interprofessional collaboration.

These two efforts form the basis for a new Population Health initiative from Jones

& Bartlett Learning. With its full range of textbooks designed for public health, health administration, nursing, medicine, and other clinical health professions at the undergraduate as well as graduate levels, Jones & Bartlett Learning is ideally situated to play a key role in the development of population health curriculum. The company has developed a new short format text called Primers.

These primers will be short—approximately 100–150 pages and roughly half the cost of a standard textbook, many of which will include ancillary materials such as instructor's guides and test banks. The primers are to be used either as standalone resources, or as a bundle with any other Jones & Bartlett Learning publication for very little additional cost. Thus, the Population Health Primers are ideal for integrating population health concepts into clinical, health administration, and public health education.

In 2019, Jones & Bartlett Learning will publish three Population Health Primers. The first, **Population Health: A Primer**, authored by me, will be published in the early spring of 2019. It will address the following questions:

- What is population health and why does it matter?
- What is systems thinking and how can we get the job done?
- What are the tools of population health (e.g., screening, vaccination, health communications, behavior change, and health policy)?

Each of these three units will be accompanied by case studies that illustrate the applications of these approaches in practice.

That will be followed by two Primers focused on key contemporary population health issues:

- **Opioids, Heroin, and Population Health** by Sean Haley and Jennifer Wisdom
- **Climate Change and Population Health** by Mona Sarfaty and Marybeth Montoro

Professors Haley and Wisdom are from the City University of New York Graduate School of Public Health and have extensive experience working with opioid and heroin addiction issues in New York City. Their Primer will address issues of prevention and treatment and the development of a comprehensive population health approach to the crisis designed for clinical, health administration/policy, and public health students.

**Climate Change and Population Health** is authored by Mona Sarfaty and Marybeth Montoro of George Mason University's Center for Climate Change Communication. Mona Sarfaty is a primary care physician and experienced health policy professional. Marybeth Montoro is an expert on climate change communications. This primer will examine the science of climate change, the potential health impacts, as well as methods for successful communications about climate change.

Population Health Primers are being planned for publication in 2020, including **Evidence-Based Thinking in Population**

**Health, Health Information Systems and Population Health, Biostatistics and Population Health** and **Global Population Health**. Together these population health primers aim to provide a comprehensive approach to population health.

We look forward to your response to the Population Health initiative and to your feedback to guide us in making population health a key part of clinical, administrative, and public health education. Whether you are teaching future clinicians, health administrators, or public health practitioners at the undergraduate or graduate level, population health is part of your future and your students' future. We hope you will take a look at what Jones & Bartlett Learning has to offer in population health. We think you will be impressed. ■

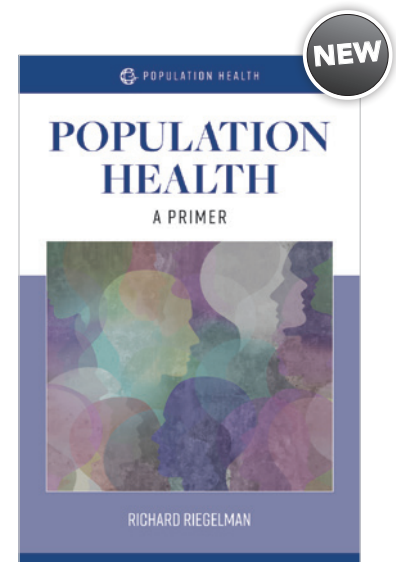


Dr. Riegelman is Professor of Epidemiology-Biostatistics and Founding Dean of The George Washington University Milken Institute School of Public Health, where he led the development of the undergraduate Public Health major and minor, and currently teaches "Public Health 101" and "Epidemiology 101" to undergraduates.

He has been a leader in undergraduate public health education for over 10 years, working with national organizations including the Association of Schools and Programs of Public Health (ASPPH), the Association for Prevention Teaching and Research (APTR), and the Association of American Colleges and Universities (AAC&U).

He was a member of the Steering Committee of the Framing the Future Task Force convened by ASPPH, which encouraged a continuum of public health education from community colleges to 4-year colleges to graduate public health education.

He is also the author of **Public Health 101, Third Edition** (page 8) and the editor of the Jones & Bartlett Learning *Essential Public Health* series (page 10).



## Population Health A Primer for Health Professions

**Richard Riegelman**, MD, MPH, PhD, The George Washington University Milken Institute School of Public Health

Population health is rapidly becoming an overarching umbrella for connecting the clinical health professions, traditional public health, and health administration and policy. **Population Health: A Primer for the Health Professions** provides an overview of population health including key concepts and approaches needed to build an educational foundation for this rapidly emerging field.

The text begins with an overview of population health and why it matters before providing a step-by-step approach to thinking in systems and covering the basic tools of population health. Case studies throughout illustrate the application of approaches for addressing population health issues. A helpful instructor's guide suggests options for using the **Primer** in short courses, as part of a larger course, or as individual units.

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<http://go.jblearning.com/Riegelmanpop>



The League for Innovation in the Community College is developing a Guided Learning Pathways to Public Health initiative that recommends three foundational courses designed for all recommended associate degrees and certificates. The individual courses are also ideal coursework as part of general education and pre-health professions education.

Those courses are:

- Personal Health with a Population Perspective
- Overview of Public Health
- Health Communication

These Health Foundations courses are designed for nursing, allied health, and health sciences programs in community colleges as well as 4-year colleges.

In 2018, Jones & Bartlett Learning partnered with APHA Press to publish three textbooks that fulfill the learning outcomes for these three courses, as outlined by The League for Innovation in the Community College. They are:

## Public Health 101

### Improving Community Health

THIRD EDITION

Riegelman and Kirkwood

## Health Communication

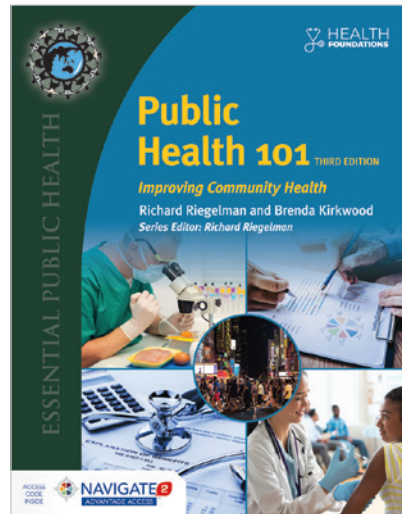
### Strategies and Skills for a New Era

Parvanta and Bass

## Personal Health

### A Population Perspective

Kiely, Manze, and Palmedo



## Public Health 101

### Improving Community Health

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**Richard Riegelman**, MD, MPH, PhD, The George Washington University Milken Institute School of Public Health

**Brenda Kirkwood**, DrPH, MPH, School of Public Health, University at Albany, SUNY

*Public Health 101* provides a big-picture, population perspective on the determinants of health and disease and the tools available to protect and promote health. It 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 them in their everyday lives.

*Public Health 101* remains the only introductory text to be built on the AAC&U Public Health 101 framework designed to introduce students to public health as well as health services.

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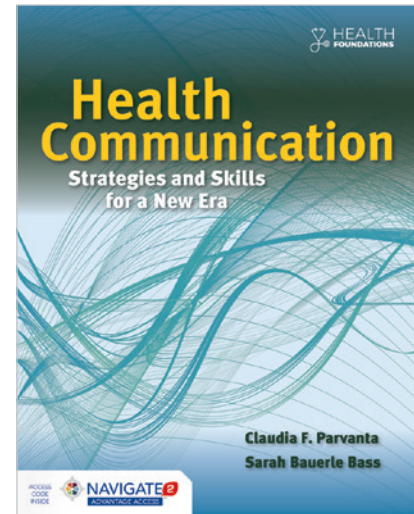
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## Health Communication

### Strategies and Skills for a New Era

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**Claudia Parvanta**, PhD, College of Public Health, University of South Florida

**Sarah Bass**, PhD, MPH, College of Public Health, Temple University

Designed for undergraduates 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 life stages and environments approach, the book touches on the patient role and how we “hear” information from healthcare providers, as well as guidance on how to be a thoughtful consumer of health information.

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# Personal Health

## *A Population Perspective*

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**Michele Kiely**, DrPH, CUNY Graduate School of Public Health and Health Policy

**Meredith Manze**, PhD, MPH, CUNY Graduate School of Public Health and Health Policy

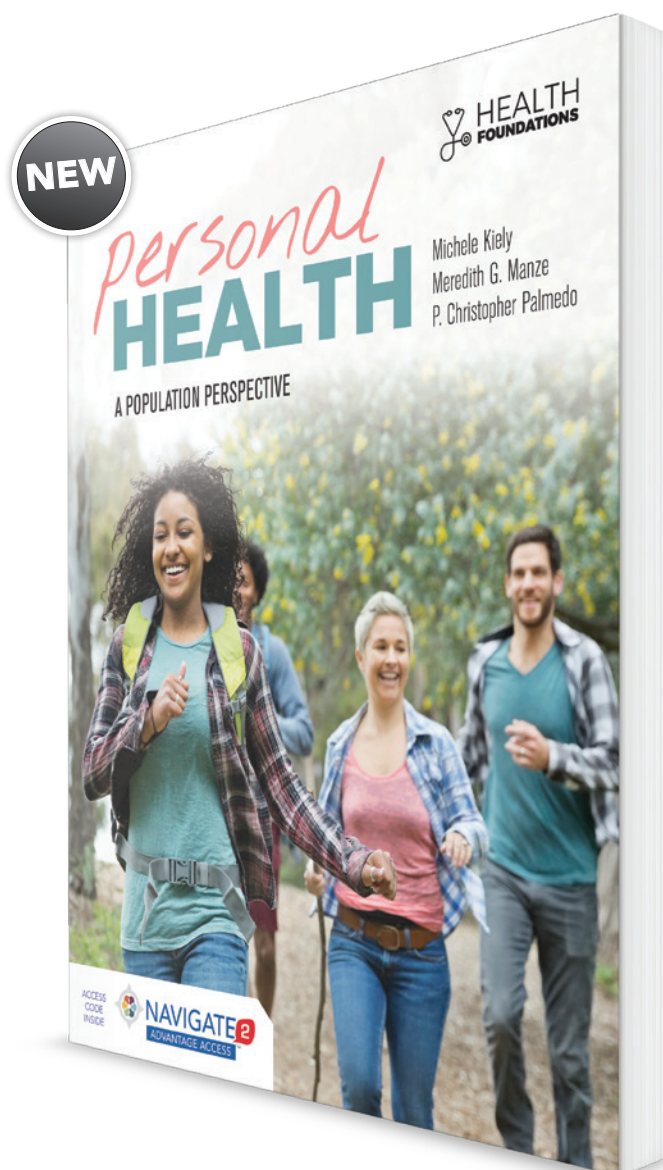
**Chris Palmedo**, PhD, MBA, CUNY Graduate School of Public Health and Health Policy

*Personal Health: A Population Perspective* examines personal health within the context of population health, allowing students a greater understanding of the social determinants of health. Using the socio-ecological model as a framework, the authors cover the individual, community, and societal influences on health and discuss how individual and public health are influenced by our rapidly interconnected world. The text is a comprehensive, accessible, engaging, and entertaining study of fundamental health concepts including diet, exercise, infectious diseases, chronic disease, sexual health, alternative health, and mental health.

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- Offers boxed features that translate population health data and concepts in fun, digestible ways



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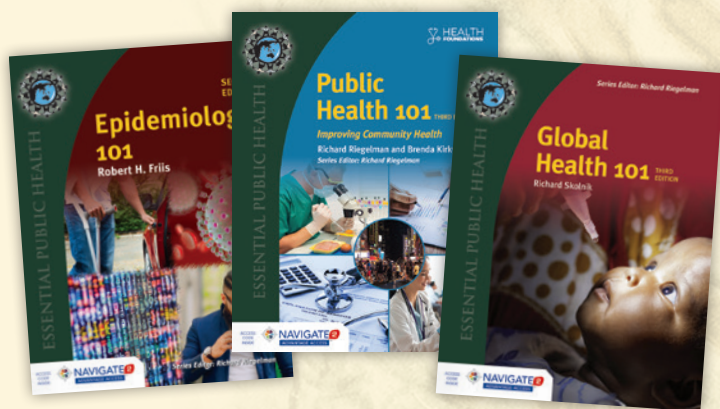
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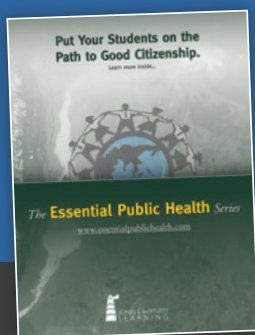
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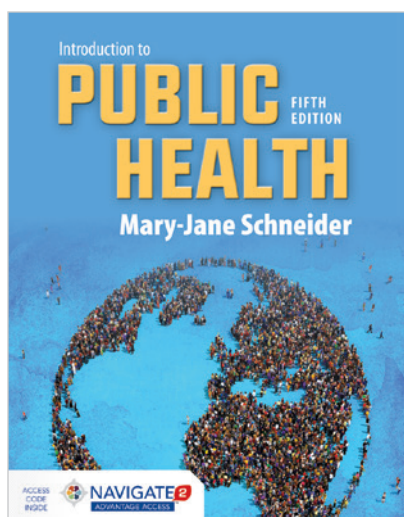


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FIFTH EDITION

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**Mary-Jane Schneider**, PhD, School of Public Health, University at Albany, SUNY, Rensselaer

*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. Written in engaging, nontechnical language, this best-selling text explains in clear terms the multidisciplinary strategies and methods used for measuring, assessing, and promoting public health.

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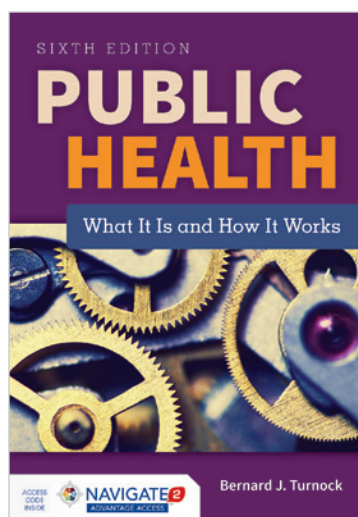
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## Public Health

*What It Is and How It Works*

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**Bernard J. Turnock**, MD, MPH, School of Public Health, University of Illinois, Chicago

Using a straightforward systems approach, this text explores the inner workings of the complex, modern U.S. public health system—what it is, what it does, how it works, and why it is important.

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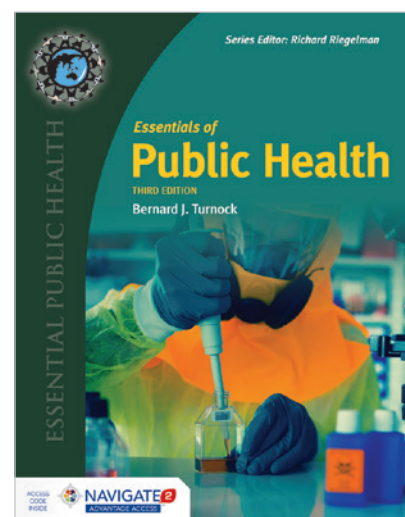
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## Essentials of Public Health

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**Bernard J. Turnock**, MD, MPH, School of Public Health, University of Illinois, Chicago

*Essentials of Public Health* gives special focus to public health careers and the workings of public health agencies. Combining the best elements of Dr. Turnock's other books: *Public Health: What It Is and How It Works* and *Public Health: Career Choices That Make a Difference*, this text is an ideal resource to prepare your students for the profession of public health.

The *Third Edition* offers comprehensive coverage of topics such as the implementation of the Affordable Care Act, strategic planning, accreditation of public health organizations, and credentialing of public health workers. An additional 16 different public health occupations are highlighted in this revision—a total of 39 covered in all.

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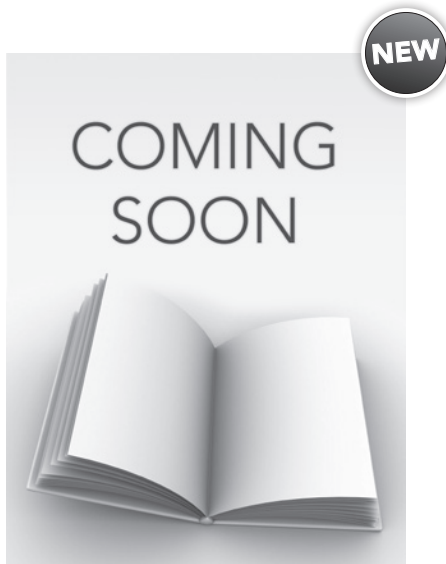
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## Population Health

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of Population Health, Thomas Jefferson  
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Population Health, Thomas Jefferson  
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in healthcare settings, this revised text  
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.

Offering a comprehensive, forward-  
looking approach to population health,  
it also takes into consideration the  
Affordable Care Act and how health  
science is taught, health care is delivered,  
and healthcare services are compensated  
in the United States.

### Option 1:

Paperback with Navigate 2 Advantage Access  
ISBN: 978-1-284-16660-6  
450 pages • © 2020  
+ Instructor Resources: IM, PP, TB  
<http://go.jblearning.com/Nash3>

### Option 2: 50% Off Option 1!

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## Master of Public Health Competencies

*A Case Study Approach*

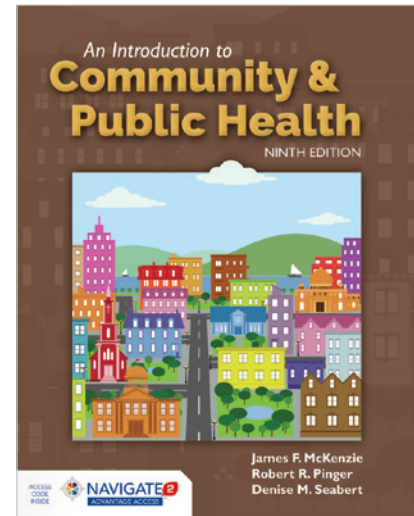
**Anthony J. Santella**, DrPH, MPH,  
MCHES, Hofstra University

Focused on the 22 master's level  
competencies as outlined by the Council  
on Education for Public Health (CEPH),  
*Master of Public Health Competencies:  
A Case Study Approach* provides a  
means for accredited master's programs  
to ensure their students receive didactic  
education and are prepared to be assessed  
on these required competencies. Each  
chapter offers a case study—co-authored  
by both an academic from a CEPH  
accredited institution and community  
partner/public health practitioner—  
which shows how public health  
practitioners are operationalizing one of  
these competencies.

### KEY FEATURES

- Each chapter offers a case study that focuses on a single CEPH competency, encouraging students to learn that competency and understand its application.
- End-of-chapter discussion questions and references reinforce student learning and provide additional resources.

ISBN: 978-1-284-16632-3  
Paperback • 360 pages • © 2020  
<http://go.jblearning.com/Santella>



## An Introduction to Community & Public Health

NINTH EDITION

**INCLUDES NAVIGATE 2  
ADVANTAGE ACCESS**

**James F. McKenzie**, PhD, MPH, MCHES,  
Penn State, Hershey & Ball State University  
**Robert R. Pinger**, PhD, Professor  
Emeritus, Ball State University  
**Denise M. Seabert**, PhD, MCHES, Ball  
State University

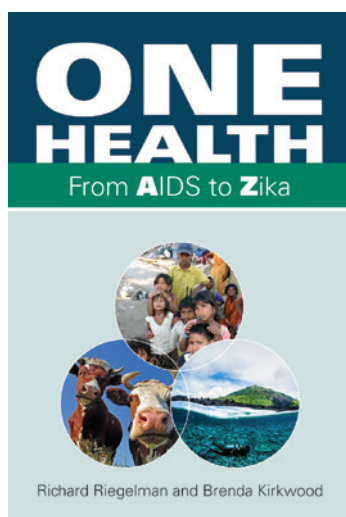
The ninth edition of *An Introduction to Community & Public Health* provides the latest trends and statistics in community health. With an emphasis on developing the knowledge and skills necessary for a career in health education, this best-selling introductory text covers such topics as epidemiology, community organization, program planning, minority health, health care, mental health, environmental health, drugs, safety, and occupational health. A robust pedagogy and Navigate 2 Advantage Access help students understand and retain key learning objectives and better prepare for class.

### Option 1:

Paperback with Navigate 2 Advantage Access  
ISBN: 978-1-284-10841-5  
544 pages • © 2018  
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<http://go.jblearning.com/McKenzie9e>

### Option 2: 50% Off Option 1!

Navigate 2 Advantage Access Only  
ISBN: 978-1-284-10844-6 • © 2018



## One Health

*From AIDS to Zika*

**Richard Riegelman**, MD, MPH, PhD,  
The George Washington University Milken  
Institute School of Public Health

**Brenda Kirkwood**, DrPH, MPH, School of  
Public Health, University at Albany, SUNY

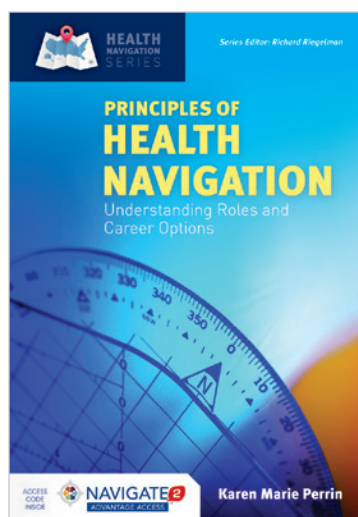
**One Health: From AIDS to Zika** is a short, printed supplement that addresses the new One Health educational expectations of the Council on Education for Public Health (CEPH). This 46-page analysis includes the essentials that students need to know with abundant illustrations of the relationships among human, animal, and ecosystem health organized into three sections: (1) Microbiological influences on health and disease; (2) Ecosystem health/physical environment; and (3) Human–animal interaction.

Ideal as a complement to any introductory Public Health text, **One Health: From AIDS to Zika** includes test questions, an instructors' manual, and comprehensive PowerPoint Lecture Slides. This supplement is also suitable for courses in Nursing, Health Science, and Allied Health. **One Health** can be bundled with any Jones & Bartlett Learning text at no additional cost.

ISBN: 978-1-284-13674-6  
Paperback • 46 pages • © 2018

<http://go.jblearning.com/OneHealth>

**FREE SUPPLEMENT WHEN  
BUNDLED WITH ANY JONES &  
BARTLETT LEARNING TEXT**



## Principles of Health Navigation

*Understanding Roles and Career Options*

**INCLUDES NAVIGATE 2  
ADVANTAGE ACCESS**

**Karen (Kay) M. Perrin**, PhD, MPH,  
University of South Florida, College of  
Public Health

**Principles of Health Navigation: Understanding Roles and Career Options** is an introductory text that explores the basics of health services delivery and health insurance, and the fundamentals of care of the individual patient.

This text introduces the concept of prevention through the life-cycle, the different types of healthcare providers, and institutions. Students will gain a clear understanding of health insurance (history, international comparison, and social justice topics), essential healthcare services (preventive and wellness services, behavioral health, and palliative care), and topics related to the care of the individual (patient assessment, communication, diseases and treatments, quality of life, and patient rights).

### Option 1:

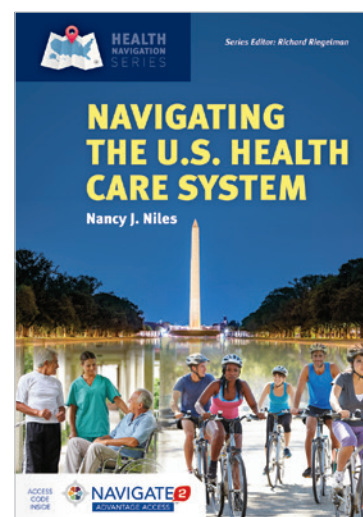
Paperback with Navigate 2 Advantage Access  
ISBN: 978-1-284-09076-5  
286 pages • © 2017

+ Instructor Resources: IM, PP, TB

<http://go.jblearning.com/PerrinNav>

### Option 2: 50% Off Option 1!

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ISBN: 978-1-284-11712-7 • © 2017



## Navigating the U.S. Health Care System

**INCLUDES NAVIGATE 2  
ADVANTAGE ACCESS**

**Nancy J. Niles**, PhD, MPH, MS, MBA,  
Rollins College

This text provides a fundamental introduction to the workings of the healthcare industry and the role a health navigator plays in the system. Engaging and activities-oriented, this practical guide provides an overview of the major concepts of healthcare operations; the role of government, public, and private financing; as well as ethical and legal issues.

### KEY FEATURES

- Offers specific strategies on how to be a successful healthcare navigator as well as more detailed information on the delivery of both inpatient and outpatient healthcare services
- Includes review exercises and Internet resources for reinforcement and reference.

### Option 1:

Paperback with Navigate 2 Advantage Access  
ISBN: 978-1-284-10816-3  
256 pages • © 2018

+ Instructor Resources: IM, PP, TB

<http://go.jblearning.com/NilesNavigating>

### Option 2: 50% Off Option 1!

Navigate 2 Advantage Access Only  
ISBN: 978-1-284-10818-7 • © 2018

# Basics of the U.S. Health Care System

FOURTH EDITION

INCLUDES NAVIGATE 2 ADVANTAGE ACCESS

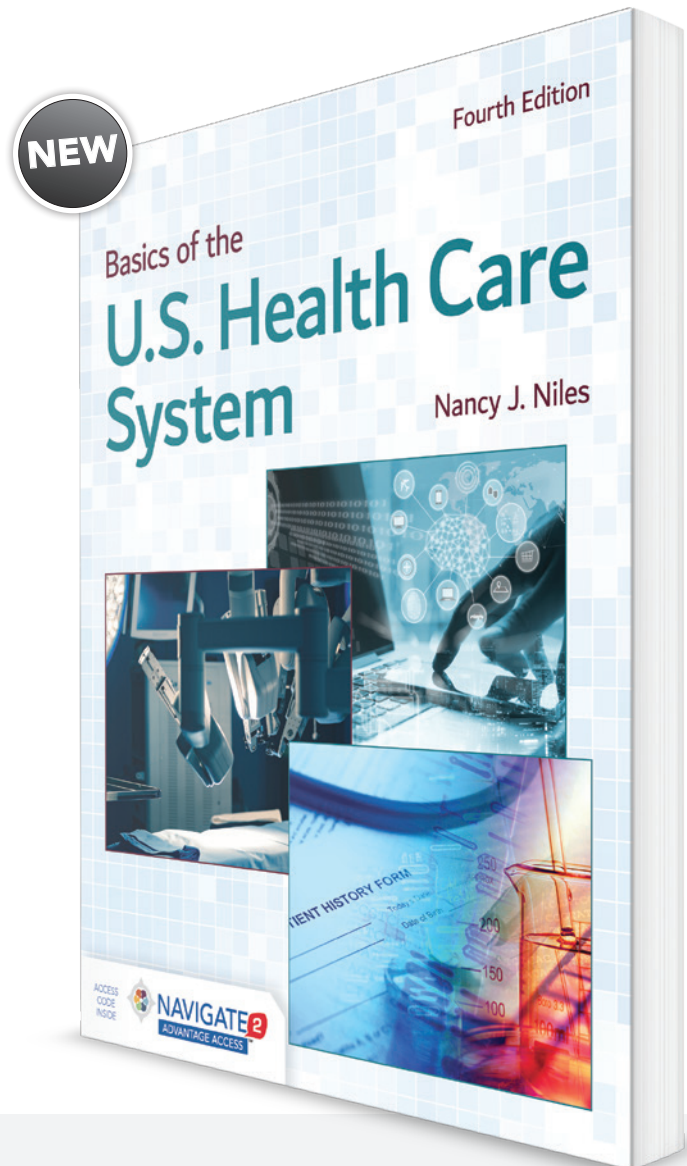
Nancy J. Niles, PhD, MPH, MS, MBA, Rollins College

*Basics of the U.S. Health Care System, Fourth Edition* provides a broad, fundamental introduction to the workings of the healthcare industry. Engaging and activities-oriented, the text offers an accessible overview of the major concepts of healthcare operations; the role of government, public, and private financing; as well as ethical and legal issues.

Each chapter features review exercises and Internet resources that make studying this complex industry both enjoyable and stimulating. Students of various disciplines—including healthcare administration, business, nursing, public health, and others—will discover a practical guide that prepares them for professional opportunities in this rapidly growing sector.

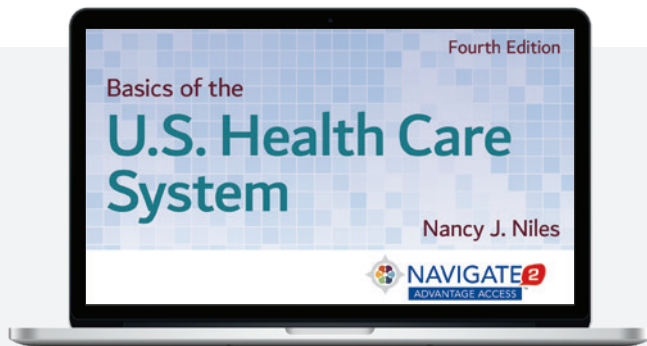
## KEY FEATURES

- New chapters on employee diversity, labor productivity measurement, and credentialing healthcare providers
- End of each chapter activities that engage the reader in relating the chapter content to current events using Internet research



## Navigate 2 Advantage Access

Each new print copy includes Navigate 2 Advantage Access that unlocks a comprehensive and interactive eBook, student practice activities and assessments, a full suite of instructor resources, and learning analytics reporting tools.



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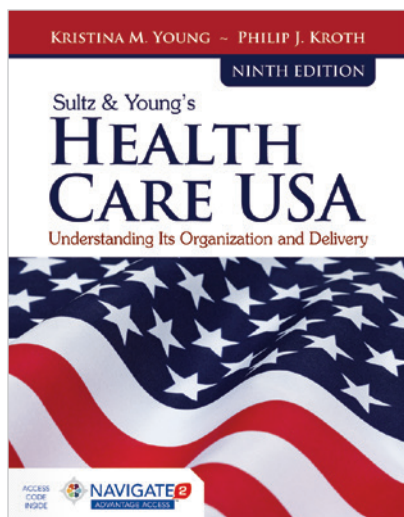
Paperback with Navigate 2 Advantage Access  
ISBN: 978-1-284-16987-4 • 430 pages • © 2020

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## Sultz & Young's Health Care USA

*Understanding Its Organization and Delivery*

NINTH EDITION

**INCLUDES NAVIGATE 2 ADVANTAGE ACCESS**

**Kristina M. Young**, MS, School of Public Health and Health Professions, State University of New York at Buffalo

**Philip J. Kroth**, MD, MS, University of New Mexico (UNM) School of Medicine

Combining historical perspective with analysis of current trends, this text charts the evolution of modern American health care, providing a complete examination of its organization and delivery while offering critical insight into the issues that the U.S. health system faces today.

### ✔ Option 1:

Paperback with Navigate 2 Advantage Access

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422 pages • © 2018

➕ Instructor Resources: IM, PP, TB

<http://go.jblearning.com/Young>

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Navigate 2 Advantage Access Only

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### ✔ Option 3:

Paperback with Navigate 2 Premier Access<sup>3</sup>

ISBN: 978-1-284-12617-4

422 pages • © 2018

### ✔ Option 4: 50% Off Option 3!

Navigate 2 Premier Access<sup>3</sup> Only

ISBN: 978-1-284-12618-1 • © 2018



## Navigate 2 Scenario for Health Care Delivery

**Jones & Bartlett Learning**

Developed in conjunction with Toolwire Studios, this collection of four interactive video case studies provides students with a realistic, immersive learning experience in which the student assumes the role of a Healthcare Operations consultant at a large healthcare system.

In each episode, the student will progress through a series of different settings and character interactions that will teach them about key concepts in *Health Care Delivery*. The student will analyze information, make decisions, and see the impact of their participation in real time.

The four interactive video case studies include:

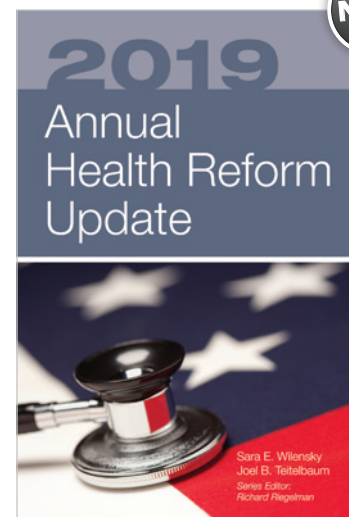
- Episode 1: The New System
- Episode 2: Financial Issues
- Episode 3: Customer Satisfaction
- Episode 4: Expansion

ISBN: 978-1-284-32180-7

Navigate Essentials Access • © 2019

Access Code Subscription Length: 365 Days

<http://www.navigate2scenario.com>



## 2019 Annual Health Reform Update

**Joel B. Teitelbaum**, JD, LL.M.

**Sara E. Wilensky**, JD, PhD

Both of The George Washington University Milken Institute School of Public Health

This concise, 56-page examination of health reform in the United States is a comprehensive look at the key components of the Affordable Care Act and the political climate regarding its potential repeal. It also explores all previous attempts at health reform, as well as the core rulings of multiple U.S. Supreme Court decisions related to the Affordable Care Act, and key issues going forward.

Newly updated for 2019, this classroom tested material offers learning objectives, a vignette, and many discussion questions that will spark student dialogue and critical thinking.

ISBN: 978-1-284-17278-2

Paperback • 56 pages • © 2020

<http://go.jblearning.com/2019Update>

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# Essentials of the U.S. Health Care System

FIFTH EDITION

INCLUDES NAVIGATE 2 ADVANTAGE ACCESS

**Leiyu Shi**, DrPH, MBA, MPA, Johns Hopkins Bloomberg School of Public Health

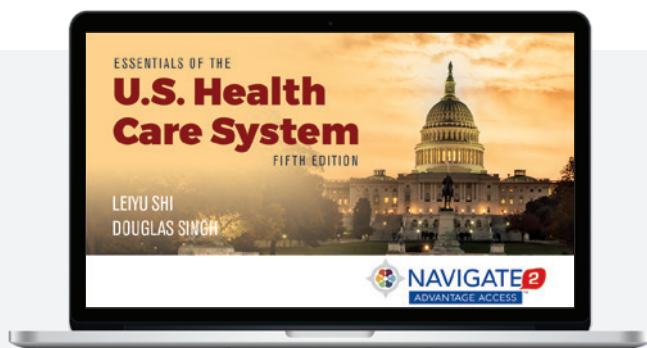
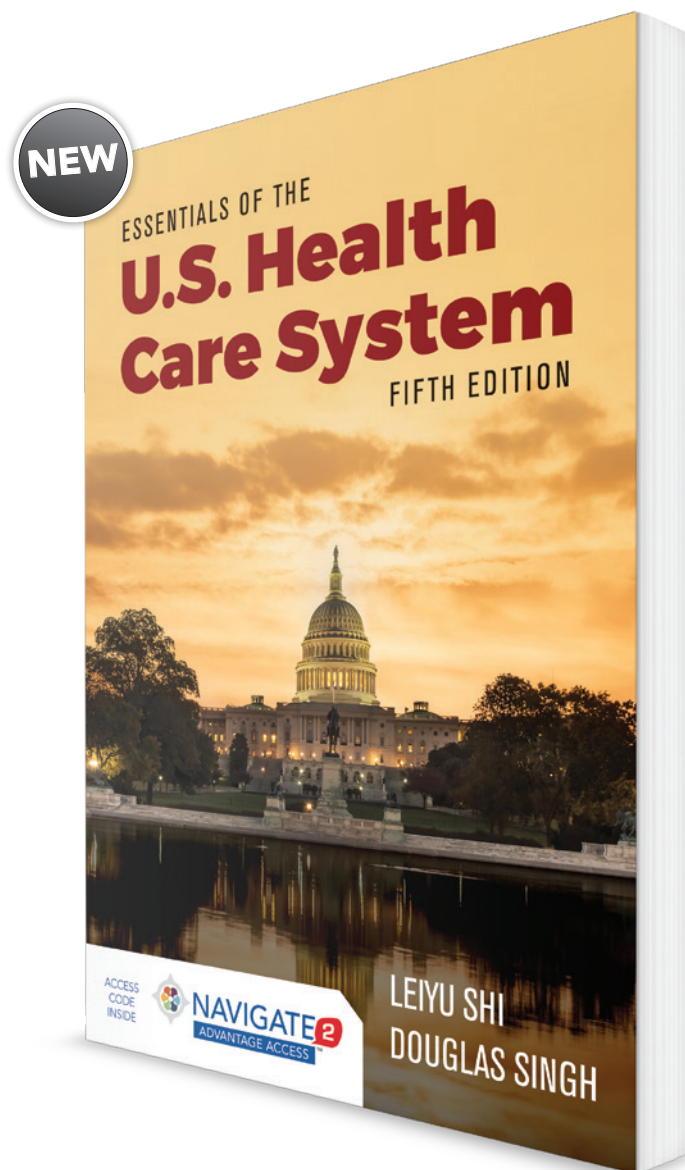
**Douglas A. Singh**, PhD, MBA, School of Business and Economics, Indiana University at South Bend

*Essentials of the U.S. Health Care System, Fifth Edition* is a clear and concise distillation of the major topics covered in the best-selling *Delivering Health Care in America* by the same authors. Written with the undergraduate in mind, this text provides a reader-friendly, well-organized resource that covers the major characteristics, foundations, and future of the U.S. healthcare system. The text clarifies the complexities of healthcare organization and finance and presents a solid overview of how the various components fit together.

The *Fifth Edition* examines the challenges of coverage, access, and the cost of health care, as well as the future of healthcare reform—including prospects for a single-payer system—in the context of the Affordable Care Act. Readers will gain the necessary tools to understand the unique dynamics of the U.S. healthcare system within the larger context of global health care.

## KEY FEATURES

- The current status of managed care and our integrated delivery system under the Affordable Care Act
- New policies and laws such as The Drug Supply Chain Security Act, the 21st Century Cures Act, and the Health Information Technology for Economic and Clinical Health (HITECH) Act
- Racial and socioeconomic disparities in terms of access to care, quality of care, and health outcomes and national, regional, and local programs that address those disparities



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+ Instructor Resources: IM, PP, TB

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Navigate 2 Advantage Access Only  
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# Delivering Health Care in America

## A Systems Approach

SEVENTH EDITION

### INCLUDES NAVIGATE 2 ADVANTAGE ACCESS

**Leiyu Shi**, DrPH, MBA, MPA, Johns Hopkins Bloomberg School of Public Health

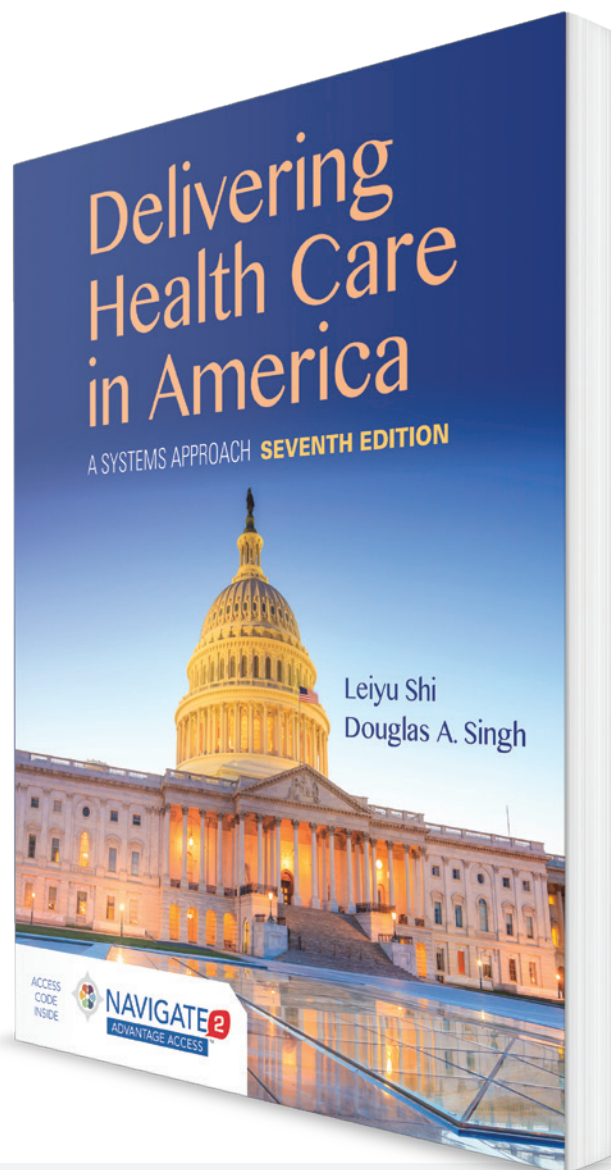
**Douglas A. Singh**, PhD, MBA, School of Business and Economics, Indiana University, South Bend

*Delivering Health Care in America, Seventh Edition* is the most current and comprehensive overview of the basic structures and operations of the U.S. health system—from its historical origins and resources, to its individual services, cost, and quality. Using a unique “systems” approach, the text brings together an extraordinary breadth of information into a highly accessible, easy-to-read resource that clarifies the complexities of healthcare organization and finance while presenting a solid overview of how the various components fit together.

With updated data throughout, the *Seventh Edition* explores trends in health care; current challenges in cost, access, and quality; and the legacy of Obamacare; and the future of healthcare reform in view of the new presidency.

### THE SEVENTH EDITION COVERS:

- Chronic conditions in the United States, along with updated information on global pandemics and infectious diseases
- Healthy People 2020 goals
- Implications of healthcare professional shortage and the major issues in healthcare workforce after the ACA
- New regulations for medical devices and the impact medical technology and technology assessment



## Navigate 2 Advantage Access

Each new print copy includes Navigate 2 Advantage Access that unlocks a comprehensive and interactive eBook, student practice activities and assessments, a full suite of instructor resources, and learning analytics reporting tools.

Learn more about the benefits of teaching and learning with Navigate 2 on page 4.

### ✔ Option 1:

Paperback with Navigate 2 Advantage Access  
ISBN: 978-1-284-12449-1 • 675 pages • © 2019

+ Instructor Resources: IM, PP, TB

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### ✔ Option 5:

New Adaptive Learning Version  
Junction Online Course  
ISBN: 978-1-284-16219-6 • © 2019  
See page 18 for more information.

### ✔ Option 3:

Paperback with Navigate 2 Premier Access<sup>3</sup>  
ISBN: 978-1-284-16220-2 • 675 pages • © 2019

### ✔ Option 4: 50% Off Option 3!

Navigate 2 Premier Access<sup>3</sup> Only  
ISBN: 978-1-284-16219-6 • © 2019



<sup>3</sup>Navigate 2 Premier Access includes Learning Blocks. See page 20 for more information.

## New Adaptive Learning Platform Now Available for Delivering Health Care in America

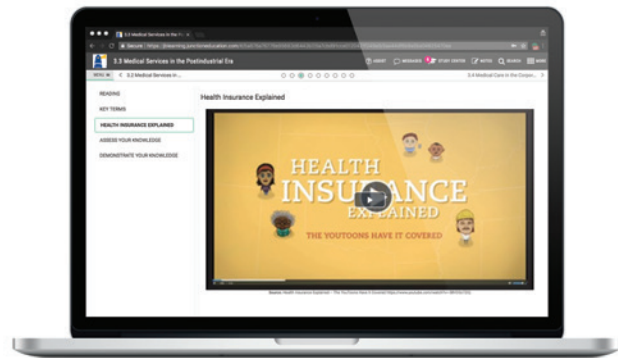
VIDEO-DRIVEN LEARNING | REAL-TIME INSIGHTS | ASSESSMENTS | LMS INTEGRATION  
by Junction Education

### WHAT IS JUNCTION?

Jones & Bartlett Learning is proud to be partnering with Junction Education to offer a complete adaptive courseware platform that blends content and resources for Shi's *Delivering Health Care in America, Seventh Edition* with Open Educational Resource (OER) videos to deliver a seamless online learning experience. Targeted courseware content is built around how today's students learn with the ability to be fully integrated with your institution's LMS.

### HOW IS JUNCTION DIFFERENT?

Junction's intuitive design makes it accessible for both instructors and students, while also meeting the needs of today's modern classroom through video instruction, adaptive learning technology, and a real-time dashboard of analytics. Junction's focus on video-first learning presents a fundamentally different experience from other solutions on the market. By using video to introduce learning objectives, students are quickly and efficiently able to build a basic understanding of key concepts. Junction offers faculty real-time insight on student progress enabling them to tailor lessons, help struggling students and address challenging topics in greater detail.



### KEY FEATURES:

**Smart Design:** The course is built around text chapters and aligned to course learning objectives, making it easy for instructors to implement and for students to use.

**OER Resources:** Video OER's blended into the course provide students with a dynamic learning experience. Videos are incorporated into lessons and offer practical application to enhance learning.

**Insights:** Real-time insights allow instructors to identify and differentiate struggling and disengaged students.

**Customize It!:** Each course is easily customized, enabling you to add or remove lessons, change titles, or swap out presentation slides.

**Assessments:** This course features a variety of assessments from "safe zone" assessments found in practice activities to graded lesson quizzes and a course project intended to test student knowledge and comprehension of the content. Lesson quizzes are auto-graded, saving you time while providing students with real-time feedback on their progress.

**LMS Integration:** Junction integrates with all major Learning Management Systems and offers Single Sign-On (SSO) as well as gradebook integration with these platforms.

**WCAG 2.0 Compliant:** The platform is designed to meet or exceed the Web Content Accessibility Guidelines 2.0 (WCAG 2.0) standards for accessibility.

To learn more or to see a short video, go to: <http://go.jblearning.com/ShiJunction>  
or contact your rep at <http://www.jblearning.com/about/contact/rep/>.



## Comparative Health Systems

*A Global Perspective*

SECOND EDITION

**James A. Johnson**, PhD, MPA, MS, Central Michigan University and St. George's University

**Carleen Stoskopf**, ScD, School of Public Health, San Diego State University

**Lei Yu Shi**, DrPH, MBA, MPA, The Johns Hopkins Bloomberg School of Public Health

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* offers new perspectives in health administration, public health, and public policy that address evidence-based approaches to health system improvement; systems thinking at the policy level; integrated information management; macro and micro innovation; and systems sustainability.

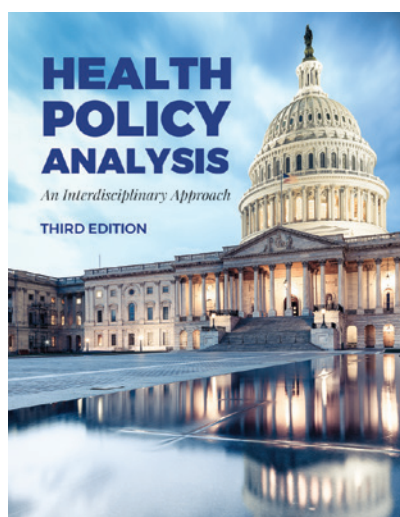
Ideal for courses in health administration, public health, nursing, and other allied health professions, this innovative text challenges readers to reflect deeply about how health care is organized and delivered.

ISBN: 978-1-284-11173-6

Paperback • 596 pages • © 2018

+ Instructor Resources: IM, PP, TB

<http://go.jblearning.com/JohnsonC>



## Health Policy Analysis

*An Interdisciplinary Approach*

THIRD EDITION

**Curtis P. McLaughlin**, DBA, Kenan-Flagler Business School and School of Public Health, University of North Carolina, Chapel Hill

**Craig D. McLaughlin**, MJ

Drawing from the perspectives of a variety of disciplines, this innovative text is unlike any others of its kind. *Health Policy Analysis: An Interdisciplinary Approach, Third Edition* analyzes current U.S. health policy and proposes various alternatives for developing future health policy without pushing a single solution set—rather, it considers the viewpoints of economics, political science, management, communications, technology, and public health.

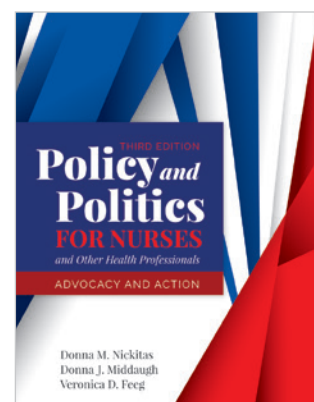
Organized into three sections, this unique text first explores the current and historical issues with the U.S. healthcare system and considers the alternatives for future policy that have strong support. It then reviews the political processes that influence planning in various healthcare settings; presents the accepted methods of economic and financial analysis; and addresses the ethical and other value considerations that must enter into the health policy process. Finally, it takes a look at the roles, skills, and leadership that health professionals can bring to the policy-making process in their local and national communities.

ISBN: 978-1-284-12024-0

Paperback • 475 pages • © 2019

+ Instructor Resources: IM, PP, TB

<http://go.jblearning.com/McLaughlin3>



## Policy and Politics for Nurses and Other Health Professionals

*Advocacy and Action*

THIRD EDITION

**Donna M. Nickitas**, PhD, RN, NEA-BC, CNE, FAAP, FAAN

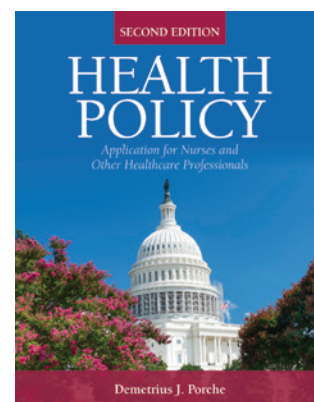
**Donna J. Middaugh**, PhD, RN

**Veronica Feeg**, PhD, RN, FAAN

ISBN: 978-1-284-14039-2

Paperback • 460 pages • © 2020

+ Instructor Resources: IM, PP, TB



## Health Policy

*Application for Nurses and Other Health Care Professionals*

SECOND EDITION

**Demetrius J. Porche**, DNS, PhD, APRN, FAANP, FAAN

ISBN: 978-1-284-13038-6

Paperback • 420 pages • © 2019

+ Instructor Resources: IM, PP, TB

# Essentials of Health Policy and the Law

FOURTH EDITION

INCLUDES NAVIGATE 2 ADVANTAGE ACCESS

Sara E. Wilensky, JD, PhD

Joel B. Teitelbaum, JD, LL.M.

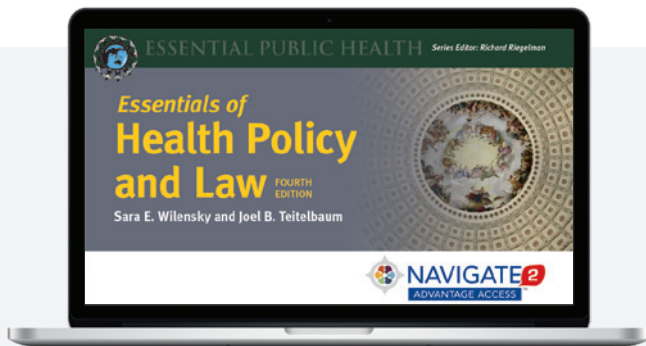
Both of The George Washington University Milken Institute  
School of Public Health

*Essentials of Health Policy and Law, Fourth Edition* provides students of public health, medicine, nursing, public policy, and health administration with answers to and analytic frameworks for considering today's complex health 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.

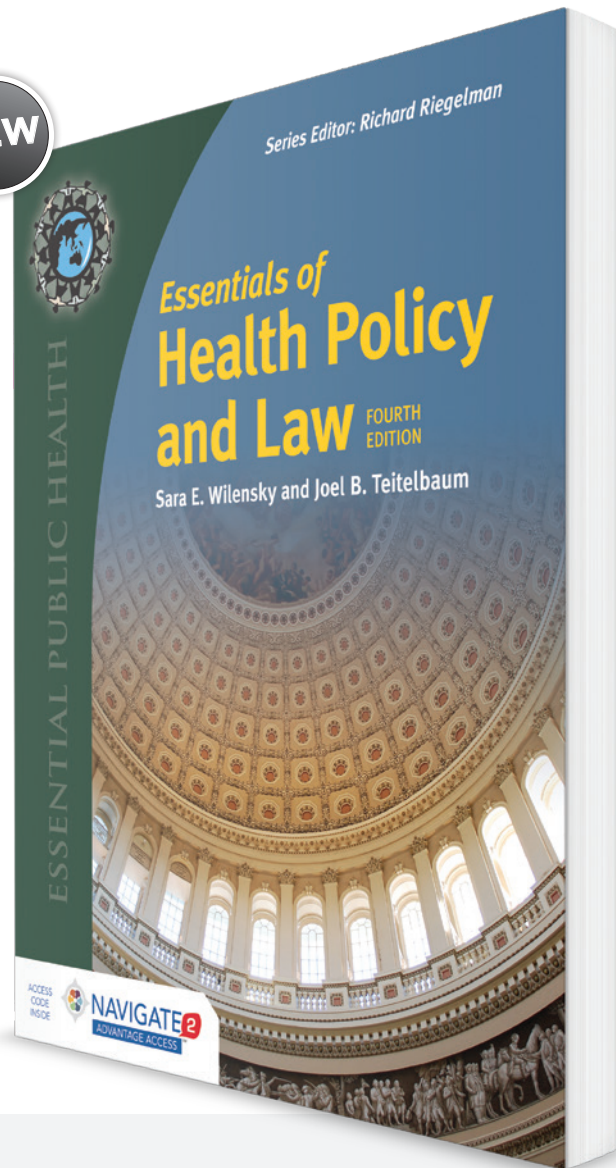
Concise and straightforward, this textbook is an introduction to the seminal issues in U.S. health policy and law, with a particular focus on national health reform under the Affordable Care Act (ACA).

## KEY FEATURES

- New content on the social determinants of health, law, and health equity
- Updated health reform chapter (10) to reflect changes to the Affordable Care Act, Medicaid, CHIP, Medicare, state health policy, and new federal legislation
- Updated chapters on healthcare quality (12) and public health preparedness (13)
- Updated Timeline; Updated Figures, Tables, and Discussion Questions



NEW



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<http://go.jblearning.com/wilensky4>

### ✓ Option 2: 50% Off Option 1!

Navigate 2 Advantage Access Only  
ISBN: 978-1-284-15161-9 • © 2020



## Navigate 2 Scenario for Health Policy

Jones & Bartlett Learning

Developed in conjunction with Toolwire Studios, this collection of four interactive video case studies provides students with a realistic, immersive learning experience in which the student assumes various roles within the Healthcare legislation process to develop and implement health care policy.

In each episode, the student will progress through a series of different settings and character interactions that will teach them about key concepts in Health Policy. The student will analyze information, make decisions, and see the impact of their participation in real time.

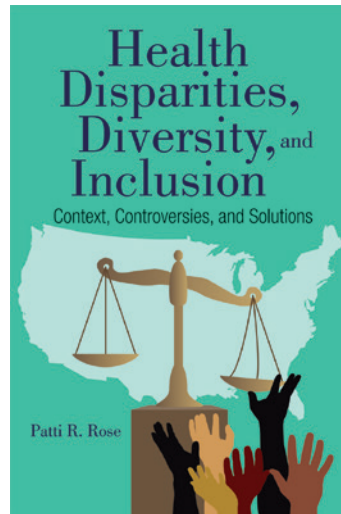
- Episode 1: Policy Analysis and Development
- Episode 2: Going from Policy to Law
- Episode 3: Implementing Policy in the Healthcare System
- Episode 4: Evaluation a Healthcare Policy

ISBN: 978-1-284-32179-1

Navigate Essentials Access • © 2019

Access Code Subscription Length: 365 Days

<http://www.navigate2scenario.com>



## Health Disparities, Diversity, and Inclusion

*Context, Controversies, and Solutions*

**Patti R. Rose**, EdD, MPH, Rose Consulting

Despite the many Public Health successes over the last century, health disparity continues to exist in American society. This introductory text addresses this topic 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.

Diversity is examined in terms of patient satisfaction and quality outcomes with an emphasis on racial, ethnic, gender, and linguistic diversity. The book highlights steps that key stakeholders, including federal, state, and private healthcare 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. The discussion of diversity is contrasted with the concept of cultural competency and how both go hand in hand, in terms of the ultimate goal of closing the health status gap in the United States.

ISBN: 978-1-284-09016-1

Paperback • 258 pages • © 2018

+ Instructor Resources: IM, PP, TB

<http://go.jblearning.com/RoseD>



## Controversies in Public Health and Health Policy

**Jan Kirk Carney**, MD, MPH, University of Vermont, College of Medicine

This unique text engages students in learning about public health and health policy through a study of current controversies. The textbook uses a structured format to examine each controversy, with discussion questions and additional learning resources.

Many issues connect public health and health care, an important perspective given the Patient Protection and Affordable Care Act and health system changes at the state level.

To get to the root of the controversy—and gain insight as to what must be done to advance the health issue—learners must grasp the breadth and scope of the issue and evidence base for prevention, dissect out root causes and barriers, then propose strategies for progress.

Some of the topics covered include the acceptance of obesity as a cultural norm, e-cigarettes, binge drinking on college campuses, prescription drug abuse, antibiotic resistance, gun control, preventing concussions, climate change, and more.

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## Essentials of Health Justice

### A Primer

**Elizabeth Tobin-Tyler**, JD, MA, Brown University School of Public Health  
**Joel B. Teitelbaum**, JD, LLM, The George Washington University Milken Institute School of Public Health

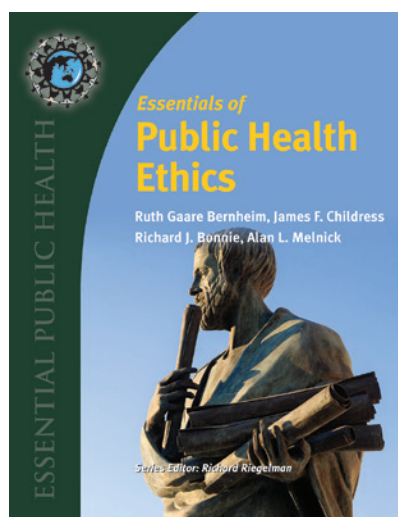
*Essentials of Health Justice* is a short, stand-alone text or supplemental primer for a wide range of undergraduate and graduate public health, health policy, medical, nursing, health administration, and other health profession courses that focus on or include content on the social determinants of health, underserved populations, health equity, and the relationship between social justice and health.

*Essentials of Health Justice* will serve to enhance discussion of the many legal, structural, and policy issues underlying health disparities; the various public health and healthcare interventions geared toward improving access and better outcomes for vulnerable populations; and the ways in which the nation can better achieve health equity and justice.

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### SEE ALSO:

*Health Disparities, Diversity, and Inclusion*, p. 21



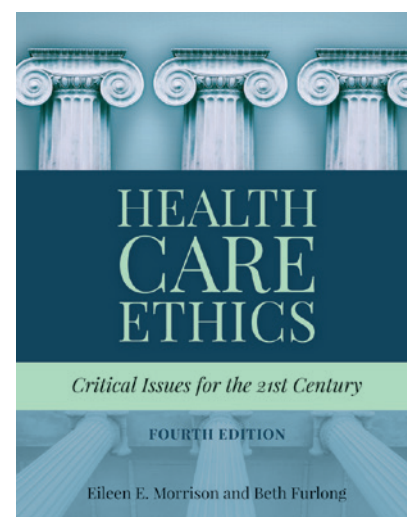
## Essentials of Public Health Ethics

**Ruth Gaare Bernheim**, JD, MPH, University of Virginia, School of Medicine  
**James F. Childress**, PhD, University of Virginia, Charlottesville  
**Richard J. Bonnie**, JD, University of Virginia, School of Law  
**Alan L. Melnick**, MD, MPH, Oregon Health & Science University

As threats of infectious disease grow and the nation confronts chronic health problems such as diabetes and obesity, health professionals, citizens, and community stakeholders must address increasingly complex ethical conflicts about public health policies and practices.

*Essentials of Public Health Ethics* introduces students to the field of public health ethics and integrates materials, concepts, and frameworks from numerous fields in public health, such as health promotion, environmental health, and health policy. The authors investigate the evolution and impact of the concept of “the public” over time. The text is written in a way that presupposes no previous exposure to the philosophical concepts but at the same time provides challenging cases for students who do have more advanced knowledge, making this a resource that can be used in both graduate and undergraduate courses alike.

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## Health Care Ethics

### Critical Issues for the 21st Century

#### FOURTH EDITION

**Eileen E. Morrison**, EdD, CHES, MPH, Texas State University, San Marcos  
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Organized around the four central themes of healthcare ethics (theoretical foundations and issues for individuals, organizations, and society), *Health Care Ethics, Fourth Edition* brings together the insights of a diverse panel of leading experts in the fields of bioethics, long-term care, and health administration, among others. Students will build on this critical platform to develop an extensive toolbox of analytical and problem-solving skills.

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 healthcare professionals in the era of the ACA.

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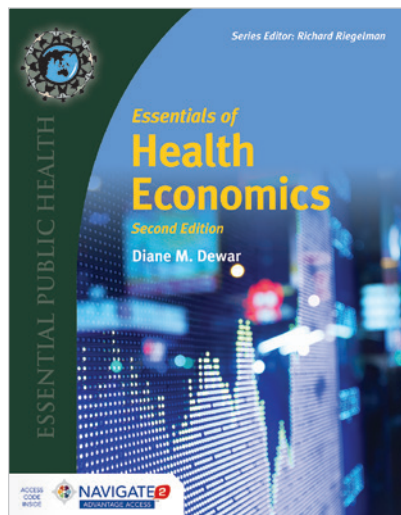
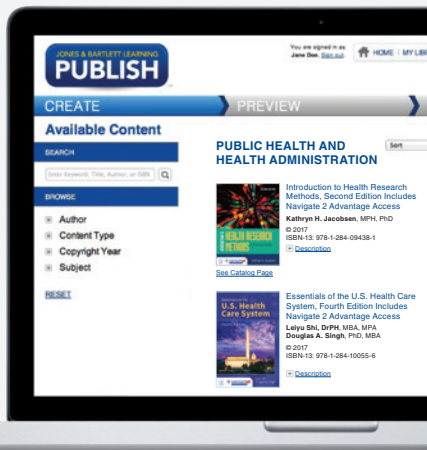
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### Essentials of Health Economics

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**Diane M. Dewar**, PhD, School of Public Health, University at Albany, SUNY

Through the use of numerous examples and profiles related to the field, this book examines health economics and its relationship to health policy issues.

Written with the nonspecialist in mind, this text conveys the essence of the economic issues at hand while avoiding complicated methodological issues that would interest only students of economics. The methods for descriptive, explanatory, and evaluative economics are presented in a systematic way.

The *Second Edition* offers real-world examples throughout as well as new chapters on Noncompetitive Market Models and Market Failures; International Health System Issues and Reform; and National and State Health Care Reforms.

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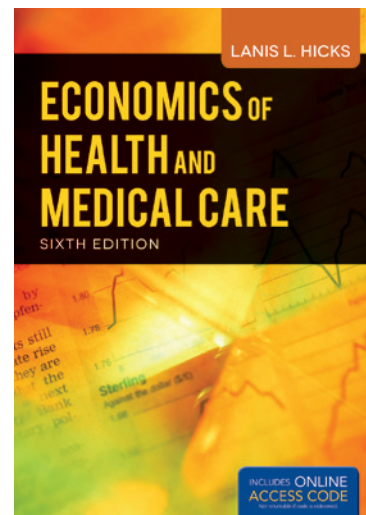
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### Economics of Health and Medical Care

SIXTH EDITION

**Lanis L. Hicks**, PhD, University of Missouri, School of Medicine

*Economics of Health and Medical Care* is an introduction to population-based health economics as well as the traditional, market-oriented approach to healthcare economics. The book examines economics through the lens of descriptive, explanatory, and evaluative economics.

The *Sixth Edition* is an extensive revision that refines its approach to evaluative economics by focusing on the tools and methods used to inform decision making, with a particular emphasis on determining alternative approaches to addressing a problem, issue, or decision and comparing the relative benefits and costs of those approaches.

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# Global Health

## *Diseases, Programs, Systems, and Policies*

FOURTH EDITION

**Michael H. Merson**, MD, Global Health Institute, Duke University

**Robert E. Black**, MD, MPH, Johns Hopkins Bloomberg School of Public Health

**Anne J. Mills**, PhD, MA, DHSA, London School of Hygiene and Tropical Medicine

*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 the financing and management of emerging health systems as well as the roles of nation states, international agencies, the private sector, and nongovernmental organizations in promoting health.

Designed for graduate-level students, this text provides an expansive view of today's issues and challenges in global health and be an invaluable resource in the years to come.

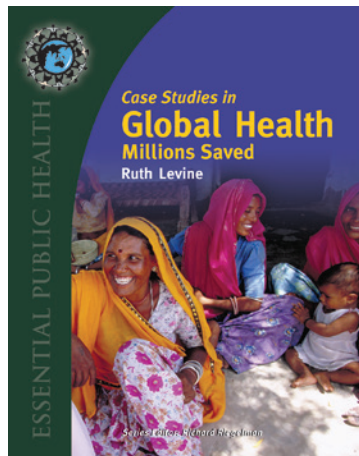
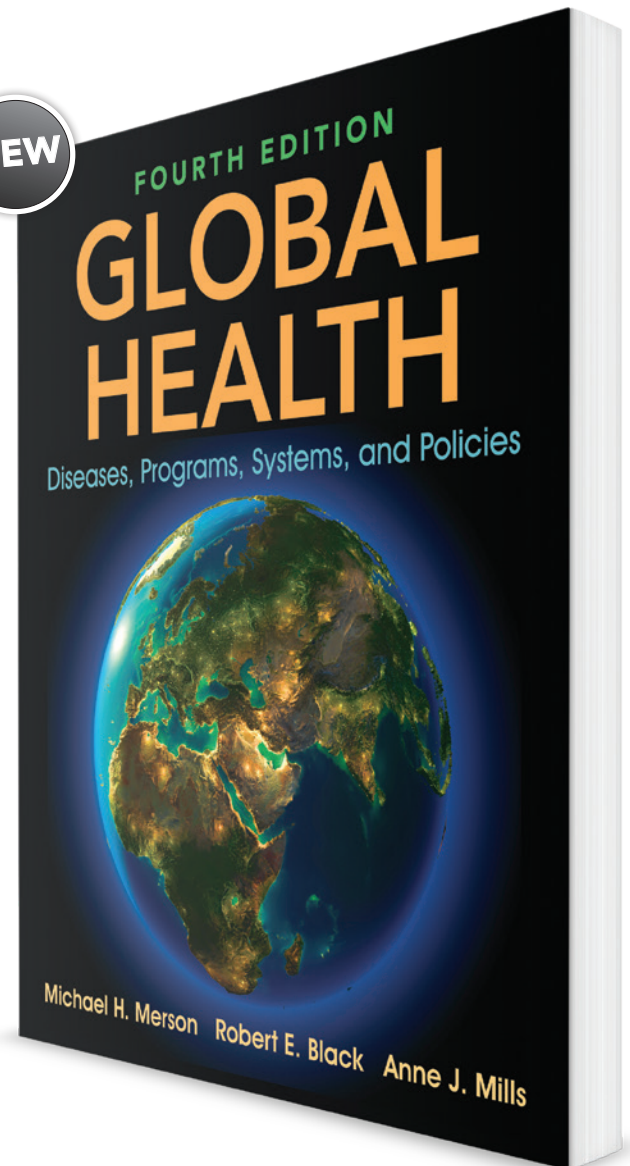
Updated throughout to reflect new and emerging issues, the *Fourth Edition* offers:

- Five new chapters: Global Health, Human Rights, and Ethics; Public Health Infrastructure; Innovation, Technology, and Design; International Trade and Health; and Global Health Governance and Diplomacy
- Contributions from leading experts in their fields in both new and existing chapters
- Case studies throughout the text provide concrete examples of key points and concepts in each chapter

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## Case Studies in Global Health

### *Millions Saved*

**Ruth Levine**, PhD, Center for Global Development

This text offers 20 case studies that illustrate real-life, proven, large-scale success stories in global public health. Drawing from a rich evidence base, the accessible case write-ups highlight experiences in scale-up of health technologies, strengthening of health systems, and the use of health education and policy change to achieve impressive reductions in disease and disability.

Useful as a stand-alone text or as a complement to any *Global Health* textbook, this book will give your students a clear and inspiring picture of how global public health efforts have made a difference in the lives of people around the world.

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# 50 Countries Later, Global Lessons for Improving America's Health

by Richard Skolnik, MPA, Author of *Global Health 101, Third Edition*

Based on my almost 50 years of work in international development and health in about 50 countries, I am often asked to comment on the U.S. health system from a global perspective. I am NOT AT ALL an authority on the U.S. health system. I have never worked on health in my own country. However, what I have had is the wonderful opportunity to work on health in many other countries, to write about what I have learned, and to consider its meaning for my own country.

*"I believe that health is a human right."*

I believe that:

- Health is a human right
- A critical discussion is how to achieve Universal Health Coverage (UHC) as fast as possible, at least cost, in the fairest possible way
- How money is spent on health is more important than how much is spent
- Decisions about spending for health should be made in ethical and fair ways
- That gaps between our health status and that in other high-income countries are unacceptable

## The Good News

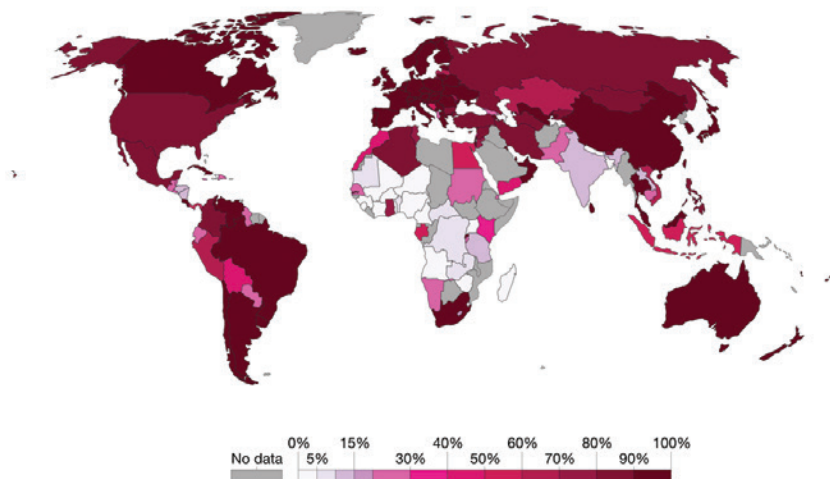
Let me begin by acknowledging that there are some things the United States has done well in health over the past several decades. These include, among others:

- Reducing tobacco consumption
- Auto safety

## Percentage of population covered by health insurance, 2011

Estimate of health insurance coverage as a percentage of total population. Coverage includes affiliated members of health insurance or estimation of the population having free access to health care services provided by the State.

Our World in Data



Source: ILO Social Protection Department (2014)

OurWorldInData.org/financing-healthcare/ • CC BY-SA

- Environmental and occupational health
- Reduction in cancer death rates
- Approach to disability
- Until recently, seeking to get more people insured

Yet, in a number of areas related to both health status and its health system, the United States compares poorly with other high-income countries and even a range of low- and middle-income countries.

## The Health System

If the goal is Universal Health Care, then how do we stand compared to other countries in achieving UHC at least cost and in fair ways?

This chart shows how far we are from UHC. Every other high-income country and many other countries have achieved UHC.

However, we are still quite far from it, with about 15% of the population being uninsured. The United States has a fragmented system that does not work for everyone and continually leaves people out. ■

Read the full article at:

<http://go.jblearning.com/Skolnik50>



Richard Skolnik is the author of *Global Health 101, Fourth Edition*. He has spent over 40 years working in international development and health. He also taught global health to undergraduate and graduate students in public health and business for 15 years at the George Washington University and Yale.

# Global Health 101

FOURTH EDITION

**INCLUDES NAVIGATE 2 ADVANTAGE ACCESS**

**Richard Skolnik**, MPA  
Yale School of Public Health

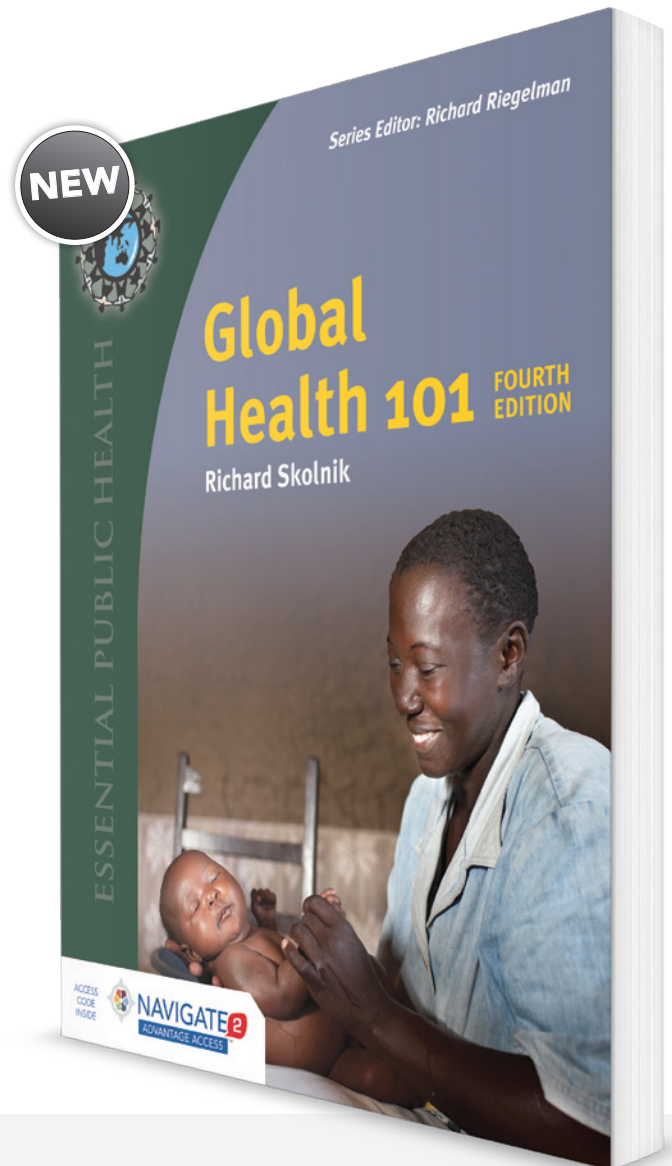
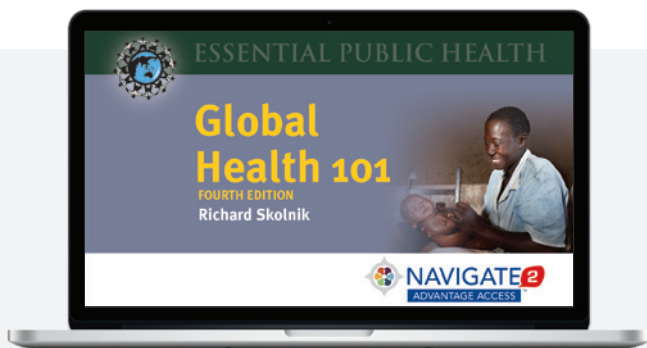
Rated by an independent panel as the best introductory Global Health text for undergraduates, *Global Health 101*, now in its fourth edition, is a clear, concise, and user-friendly introduction to the most critical issues in global health. It illustrates key themes with an extensive set of case studies, 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 *Fourth 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.

Offering the latest data on the burden of disease, the book presents unique content on key topics that are often insufficiently covered in introductory materials, such as immunization and adolescent health.

## KEY FEATURES

- A wide range of new cases and policy briefs make the book even more timely and engaging
- New chapter addressing intersectoral policy issues and universalizing health care, and a substantially revised ethics chapter focused on priority setting in global health
- Revised throughout to take into account the Disease Priorities Project (DCP3); the latest data and critical developments in the field—from the greater prevalence of Zika and vaccines to lessons learned from investments in global health—and much more.



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# Global Health & the SDGs: Communicating Public Health Successes

by Kathryn H. Jacobsen, Author of *Introduction to Global Health*

When we look at countries around the world (large populations) over the past 20 or 25 years (a long period of time), we can see that the world has made incredible gains in public health. Between the years 2000 and 2015, the percentage of babies who die before their fifth birthdays decreased by 44%. Millions of schoolchildren and teenagers are alive and thriving today because they did not die of pneumonia, diarrheal diseases, or other common infections when they were infants or young children. During those same 15 years, the percentage of people suffering from hunger dropped by half. The maternal mortality ratio decreased by 37% as fewer women died from pregnancy-related conditions. The number of new cases of HIV infection each year decreased by 46%. The number of cases of malaria per year shrank by 41%.

The Millennium Development Goals (MDGs) were one of the driving forces behind these global public health successes. The MDGs were a series of global goals implemented by the United Nations, member countries, and hundreds of partner organizations between the years 2000 and

2015. During the MDG era, the world made remarkable progress toward ending poverty. The MDGs also encouraged massive investments in public health interventions in lower-income countries.

The successors to the MDGs are the Sustainable Development Goals (SDGs), which will be in force through 2030. The SDGs are a broader set of goals than the MDGs. They aim to promote prosperity, advance public health, protect the environment, and foster peace in every country worldwide, not just the world's lowest-income countries.

The SDGs include bold targets for global health. Ending preventable deaths of newborns and young children. Ending the epidemics of HIV/AIDS, tuberculosis, malaria, and neglected tropical diseases. Significantly reducing the risk of dying before age 70 from cardiovascular disease, cancer, chronic respiratory diseases, or diabetes. Strengthening prevention and treatment of alcohol and drug abuse. Halving the number of people who die in road traffic accidents. Ensuring that everyone has affordable access

to essential medicines and vaccines. Making sure that every country is prepared to respond to public health emergencies like Ebola outbreaks.

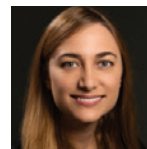
All of the SDGs are interrelated. Progress on the health goal will contribute to the achievement of goals related to economic

growth, education, gender equality, water and sanitation, affordable and clean energy, decent work, infrastructure development, urban development, and environmental health. At the same time, progress on all of those other goals will contribute to the advancement of the targets related to SDG 3, which aims to “ensure healthy lives and promote well-being for all at all ages.”

The 2018 annual update on progress toward achieving the SDGs was just released. Significant progress is already being made for some of the SDG targets. We are on track to see remarkable improvements across many domains of human flourishing over the coming decade. The metrics being tracked by every country in the world as part of the SDG process will give us massive amounts of evidence about public health achievements, and those successes will be ones that should be communicated and celebrated. ■

Read the full article at:

<http://go.jblearning.com/JacobsenSDGblog>



Kathryn H. Jacobsen, PhD, MPH is Professor of Epidemiology and Global Health in the College of Health and Human

Services at George Mason University. She is also the author of *Introduction to Global Health, Third Edition* and *Introduction to Health Research Methods, Second Edition*.



# Introduction to Global Health

THIRD EDITION

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**Kathryn H. Jacobsen**, PhD, MPH, College of Health and Human Services, George Mason University

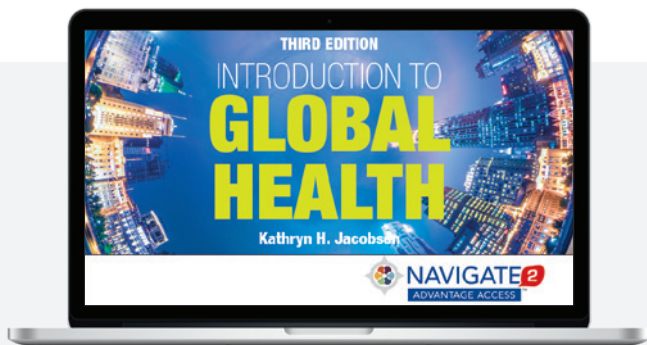
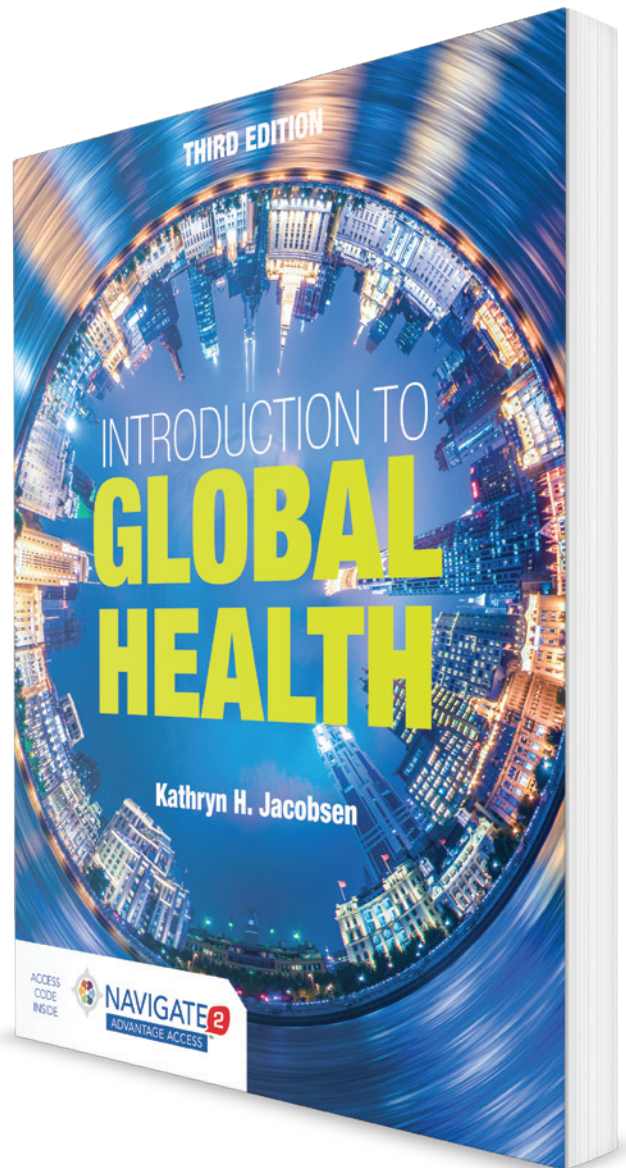
*Introduction to Global Health* is a comprehensive look at today's most critical global health concerns and the actions that people around the world are taking to solve public health problems and to promote health and well-being.

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.

Global health is a dynamic multidisciplinary field that uses a diversity of interventions to promote economic growth, support human rights, mitigate threats to security, and help people around the world live longer, healthier lives. The third edition of *Introduction to Global Health* has been significantly expanded to encompass the full spectrum of topics that are now included as part of the global health agenda.

## NEW TO THE THIRD EDITION:

- The Sustainable Development Goals (SDGs) are used as a framework for exploring the socioeconomic and environmental determinants of health.
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- New chapters on reproductive health, cancer, cardiovascular disease, other noncommunicable diseases, mental health, and injuries and revised chapters on infectious diseases and nutrition ensure full coverage of the conditions contributing to the global burden of disease.
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# Introduction to Epidemiology

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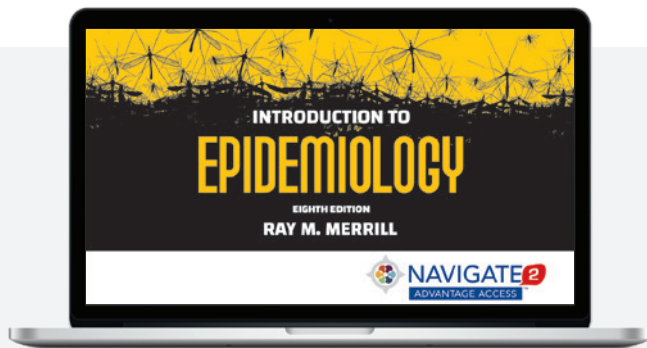
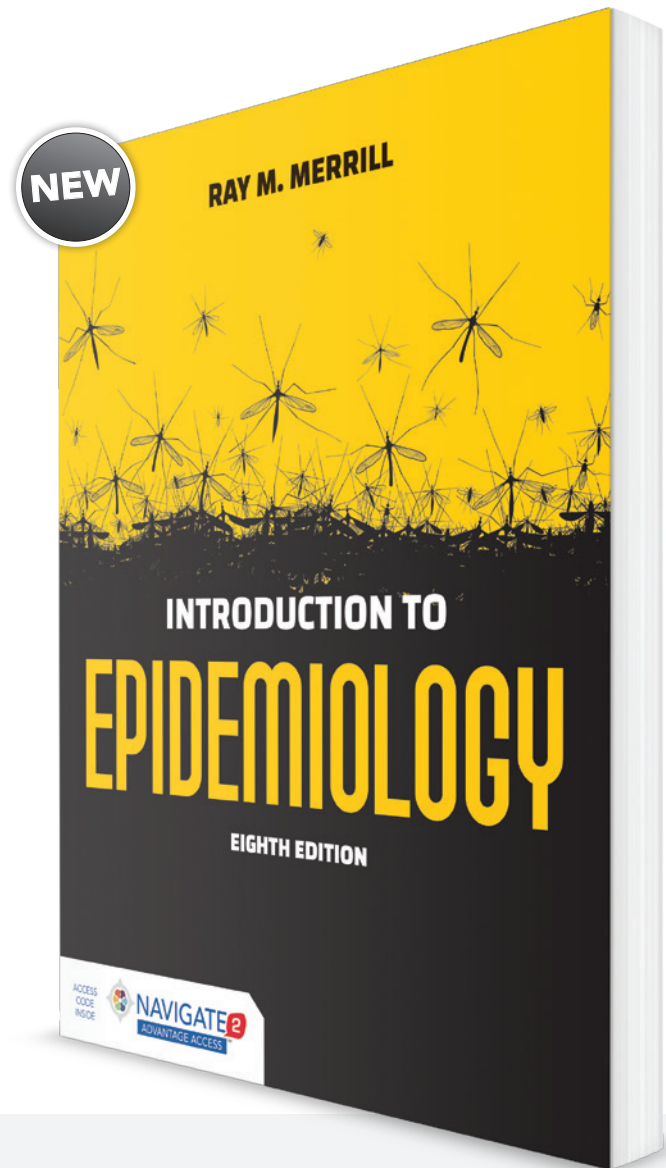
**Ray M. Merrill**, PhD, MPH, Brigham Young University

*Introduction to Epidemiology, Eighth Edition* is a comprehensive, reader-friendly introduction to this exciting field. Designed for students with minimal training in the biomedical sciences and statistics, 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.

Students will learn how to identify and describe public health problems, formulate research hypotheses, select appropriate research study designs, manage and analyze epidemiologic data, interpret results, and apply results in preventing and controlling disease and health-related events. 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.

## KEY FEATURES

- Includes real-world public health problems involving both infectious and chronic diseases and conditions
- Features updated tables, figures and examples throughout



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# Essentials of Epidemiology in Public Health

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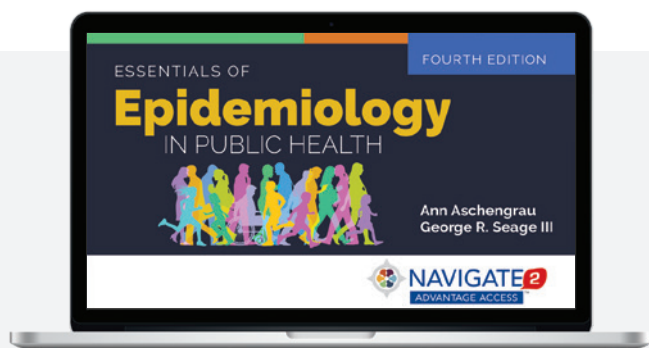
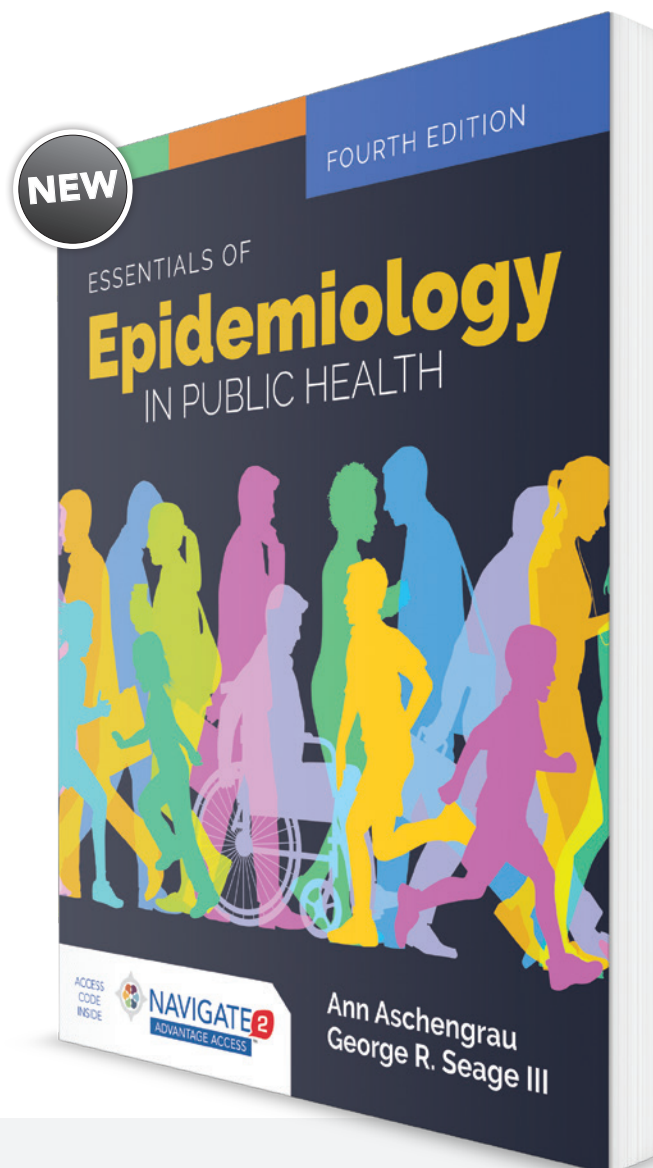
**Ann Aschengrau**, ScD, Boston University of Public Health  
**George R. Seage**, ScD, Harvard T.H. Chan School of Public Health

*Essentials of Epidemiology in Public Health, Fourth Edition* combines theory and practice in presenting traditional and new epidemiologic concepts. Broad in scope, the text opens with five chapters covering the basic epidemiologic concepts and data sources. A major emphasis is placed on study design, with separate chapters devoted to each of the three main analytic designs: experimental, cohort, and case-control studies.

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. Up-to-date examples from the epidemiologic literature on diseases of public health importance are provided throughout the book.

## KEY FEATURES

- New examples and the latest public health statistics throughout
- Coverage of the Ebola outbreak, including an in-depth investigation of what happened
- New examples that illustrate epidemiological principles including a greater emphasis on social factors that influence health, such as racism
- Straightforward descriptions of the latest epidemiologic methods including mediation analysis, agent-based modelling, and the use of directed acyclic graphs (DAGs) to assess confounding



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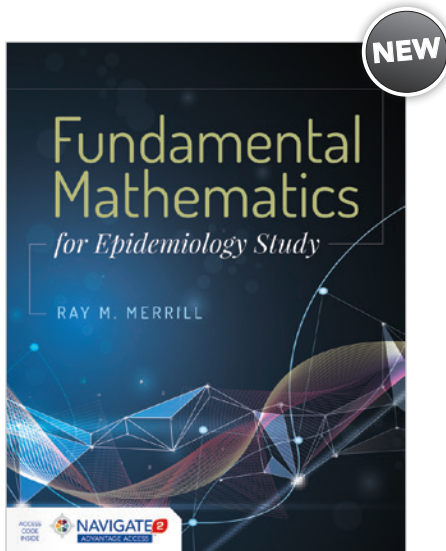
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## Fundamental Mathematics for Epidemiology Study

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**Ray M. Merrill**, PhD, MPH, Brigham Young University

Mathematical concepts and their applications are fundamental to epidemiology. However, many public health students lack adequate quantitative background and find themselves struggling with simple math such as converting fractions to decimals; filling in 2 by 2 tables; reading story problems; understanding the difference between ratios, proportions, and rates; and connecting selected math concepts to epidemiologic study designs.

This first-of-its-kind book reviews fundamental math concepts and procedures for epidemiology, teaching students how to connect the math principles and procedures to the epidemiologic study designs. The book also provides opportunities to apply the math principles to real-life problems and case studies.

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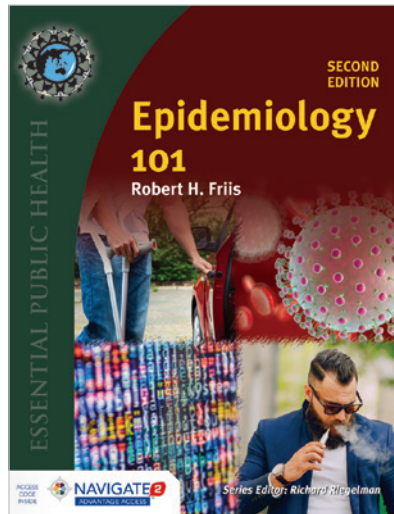
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## Epidemiology 101

SECOND EDITION

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**Robert H. Friis**, PhD, California State University, Long Beach

Designed to fulfill the four essential learning outcomes of Liberal Education and America's Promise (LEAP)—a campaign of the Association of American Colleges and Universities (AAC&U)—*Epidemiology 101* meets the needs of instructors teaching an overview or introductory course in epidemiology.

Using a clear, cohesive writing style, *Epidemiology 101, Second Edition* covers the basics of infectious disease epidemiology, environmental epidemiology, molecular epidemiology, and psychosocial/behavioral epidemiology. Numerous tables and charts throughout the text capture the reader's interest and enhance learning.

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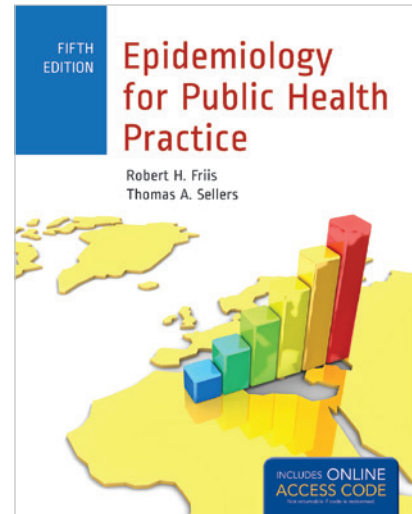
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## Epidemiology for Public Health Practice

FIFTH EDITION

**Robert H. Friis**, PhD, California State University, Long Beach

**Thomas A. Sellers**, PhD, MPH, University of South Florida

*Epidemiology for Public Health Practice, Fifth Edition* offers comprehensive coverage of all the major epidemiologic concepts. With extensive treatment of the heart of epidemiology—from study designs to descriptive epidemiology to quantitative measures—this reader-friendly text is accessible and interesting to a wide range of beginning students in all health-related disciplines. A unique focus is given to real-world applications of epidemiology and the development of skills that students can apply in subsequent course work and in the field.

The *Fifth Edition* includes coverage of the 2009 H1N1 pandemic, 2010 Census data, a look at the *Healthy People 2020* overarching goals, and salary information on epidemiology as a profession. This edition also features many new charts and illustrations, as well as coverage of new topics related to the epidemiologic aspects of the environment, such as global warming, the BP oil spill, and the Japanese tsunami.

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# Essentials of Biostatistics in Public Health

THIRD EDITION

**INCLUDES NAVIGATE 2 ADVANTAGE ACCESS**

**Lisa M. Sullivan**, PhD, Boston University School of Public Health

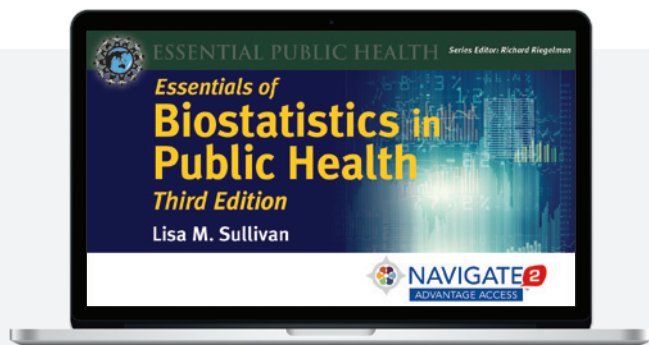
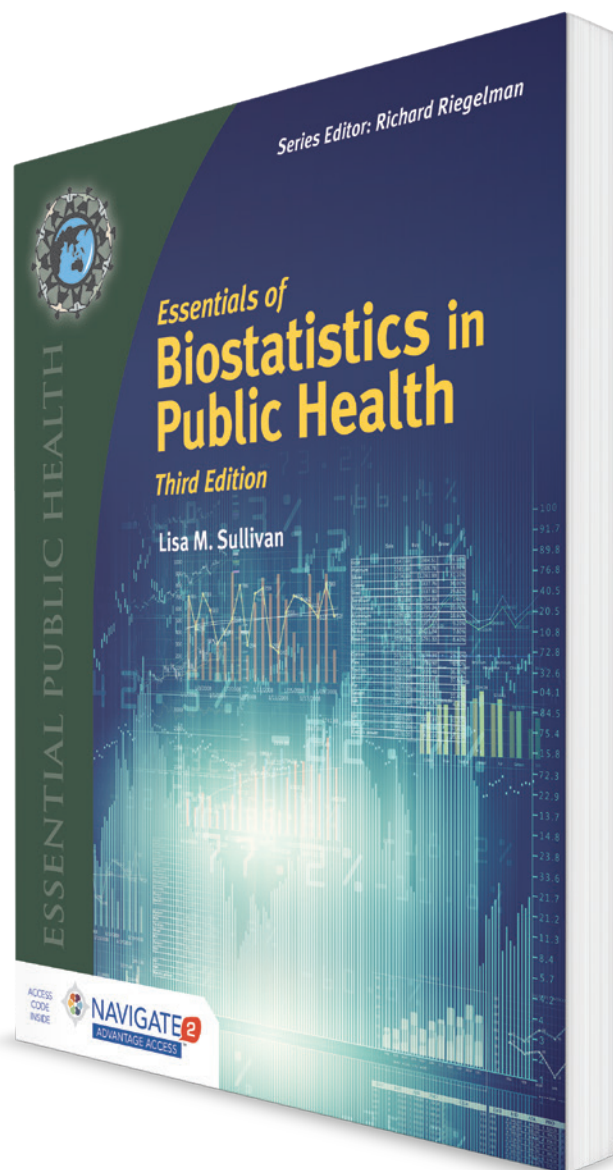
*Essentials of Biostatistics in Public Health, Third Edition* provides a fundamental and engaging background for students learning to apply and appropriately interpret biostatistics applications in the field of public health. Many examples are drawn directly from the author's remarkable clinical experiences with the renowned Framingham Heart Study, making this text practical, interesting, and accessible for those with little mathematical background. The examples are real, relevant, and manageable in size so that students can easily focus on applications rather than become overwhelmed by computations.

The *Third Edition* offers a new chapter on data visualization and interpretation, including guidance on reporting statistical results in tables, figures, and text. Examples of well-organized, detailed, and appropriately formatted tables and figures are provided along with samples of how best to interpret them. Examples of poorly organized tables and figures are also included to illustrate common misinterpretations of results, due in part to lack of clarity in presentation.

The text comes packaged with an access code card that gives your students access to an online workbook for statistical computing using Microsoft Excel. The online workbook is available in both Mac and PC versions.

## UPDATES TO THE *THIRD EDITION*:

- New chapter on data visualization and interpretation
- New examples from widely publicized clinical trials and from relevant and timely studies added throughout
- New integrative exercises that allow students to practice biostatistical analysis with real data using Excel



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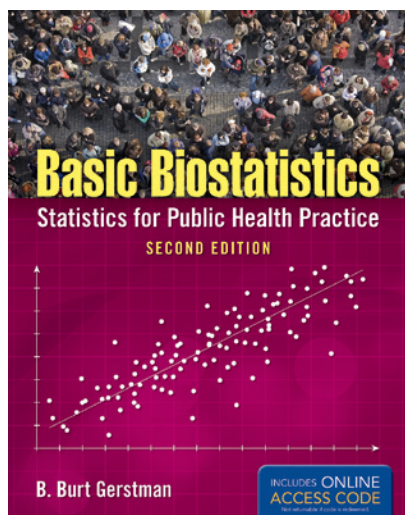
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## Basic Biostatistics

*Statistics for Public Health Practice*

SECOND EDITION

**B. Burt Gerstman**, PhD, MPH,  
San Jose State University

*Basic Biostatistics* is a concise, introductory text that focuses on the common types of data encountered in public health and biomedical fields. The text puts equal emphasis on exploratory and confirmatory statistical methods. Sampling, exploratory data analysis, estimation, hypothesis testing, and power and precision are covered through detailed, illustrative examples.

This book is organized into three parts: Part I addresses basic concepts and techniques, Part II covers analytic techniques for quantitative response variables, and Part III covers techniques for categorical responses. With language, examples, and exercises that are accessible to students with modest mathematical backgrounds, this is the perfect introductory biostatistics text for undergraduates and graduates in various fields of public health.

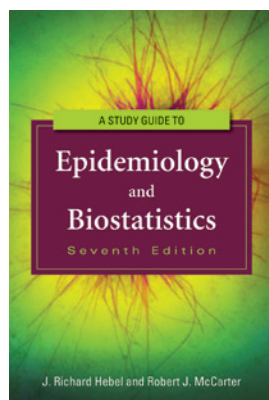
The *Second Edition* is thoroughly updated throughout, and offers many new exercises.

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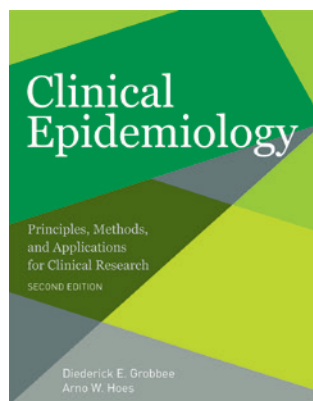


## A Study Guide to Epidemiology and Biostatistics

SEVENTH EDITION

**J. Richard Hebel**, PhD, University of Maryland  
**Robert J. McCarter**, ScD, The George Washington University

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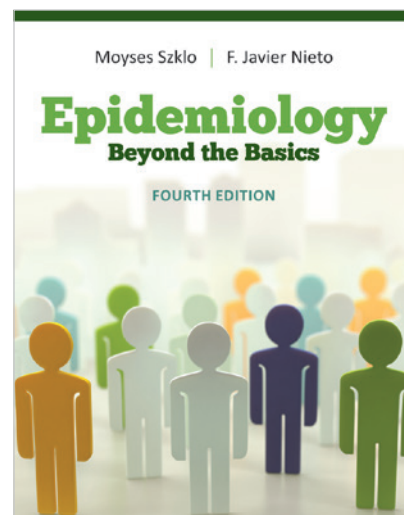
## Clinical Epidemiology

*Principles, Methods, and Applications for Clinical Research*

SECOND EDITION

**Diederick E. Grobbee**, MD, PhD  
**Arno W. Hoes**, MD, PhD  
Both of the University Medical Center Utrecht, Netherlands

ISBN: 978-1-4496-7432-8  
Paperback • 472 pages • © 2015  
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## Epidemiology

*Beyond the Basics*

FOURTH EDITION

**Moyes Szklo**, MD, DrPH, Johns Hopkins Bloomberg School of Public Health  
**Javier Nieto**, MD, PhD, University of Wisconsin Medical School

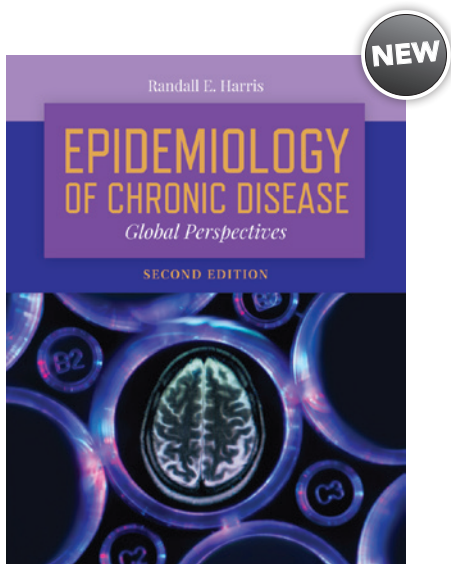
Written for those who are familiar with the basic strategies of analytic epidemiology, *Epidemiology: Beyond the Basics* takes readers through a more rigorous discussion of key epidemiologic concepts and methods, such as study design, measures of association, research assessment, and more.

With real-life examples throughout, the book avoids complex statistical formulations and is an invaluable resource for intermediate students and practicing epidemiologists who wish to expand their knowledge of epidemiology and its role in the medical and public health sciences.

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.

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## Epidemiology of Chronic Disease

*Global Perspectives*  
SECOND EDITION

**Randall E. Harris**, MD, PhD, College of Public Health & College of Medicine, The Ohio State University

This comprehensive text is the most current and authoritative resource on the epidemiology, etiology, pathogenesis, risk factors and preventive factors of over 50 major chronic diseases and conditions.

It begins with an introductory chapter that examines the new public health environment in which chronic diseases have replaced acute infectious conditions concurrent with improved health care and increasing longevity in many populations of the world.

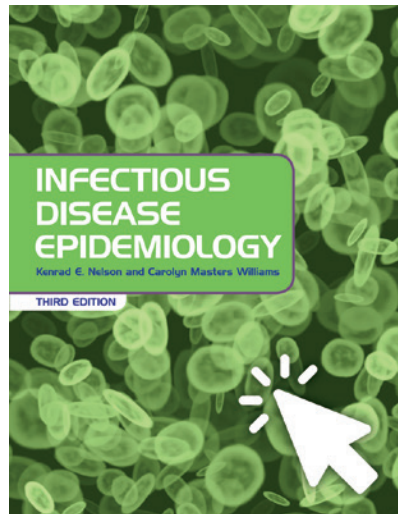
Subsequent sections cover cardiovascular and cerebrovascular diseases, major forms of cancer, diseases of the respiratory tract, metabolic and digestive diseases, musculoskeletal diseases, neurodegenerative diseases, and finally, three infectious diseases that often manifest as chronic conditions.

### KEY FEATURES

- New chapters on congestive heart failure, depression, Post Traumatic Stress Disorder/PTSD, and a final chapter on the epidemiology of emerging infectious conditions with resistance to antibiotics
- Updated epidemiologic findings and references throughout

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## Infectious Disease Epidemiology

*Theory and Practice*  
THIRD EDITION

**Kenrad E. Nelson**, MD, Johns Hopkins Bloomberg School of Public Health  
**Carolyn Williams**, PhD, MPH, National Institute of Health

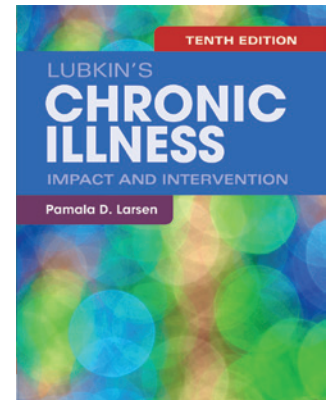
*Infectious Disease Epidemiology* has long been recognized as the most authoritative review of the epidemiology of infectious disease. Divided into five sections—methods in infectious disease epidemiology; airborne transmission; diarrheal diseases; blood and body fluids as reservoirs of infectious disease; and vector-borne and parasite disease—this text offers comprehensive reviews of virtually every known infectious disease, making it a definitive resource on the epidemiology of infectious disease.

### KEY FEATURES

- Up-to-date coverage of infectious disease eradication, pneumococcal disease and various models of behavioral change that are useful in infectious disease research
- All other chapters have been significantly updated.

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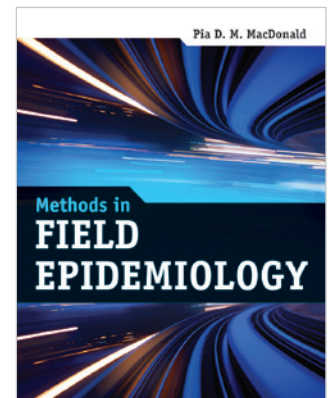


## Lubkin's Chronic Illness

TENTH EDITION

**Pamala D. Larsen**, PhD, RN, CRRN, University of Wyoming

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## Methods in Field Epidemiology

**Pia D. M. MacDonald**, PhD, MPH, Gillings School of Global Public Health, UNC Chapel Hill

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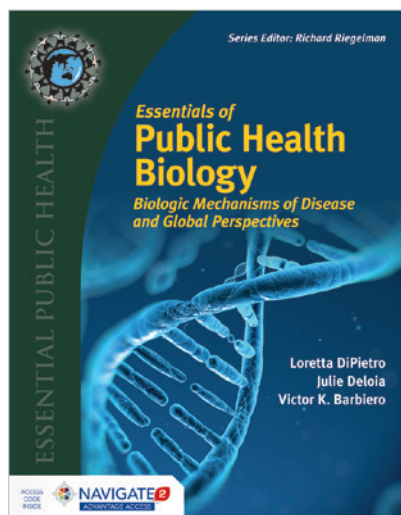
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### Essentials of Public Health Biology

*Biologic Mechanisms of Disease and Global Perspectives*

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**Loretta DiPietro, PhD**  
**Julie Deloia, Ph**  
**Victor D. Barbiero**

All of The George Washington University  
Milken Institute School of Public Health

Explore the biology of disease as it relates to important communicable and noncommunicable diseases around the world. Fundamental concepts of biology are introduced in relation to exposures and disease outcomes across the public health spectrum. Students will learn about the role of the host and the environmental factors that determine susceptibility and resistance to disease.

This text also examines the multidisciplinary nature of contemporary public health issues and the role that various professionals play in addressing these issues. Students will gain a clear understanding of the social, legal, ethical, economic, and political context of contemporary public health problems, as well as a strong foundation in the oral and written skills for communicating with lay and public health audiences.

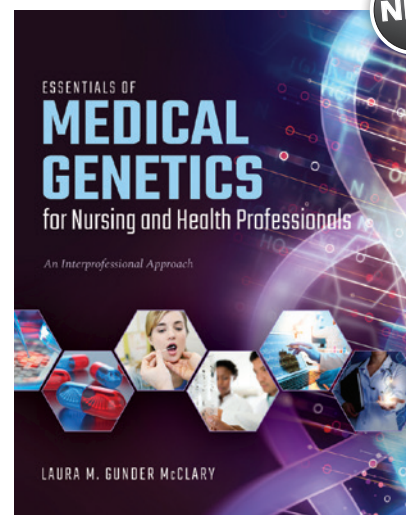
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### Essentials of Medical Genetics for Nursing and Health Professionals

*An Interprofessional Approach*

**Laura M. Gunder McClary, DHSc, MHE, PA-C,** Augusta University, Guardian Health Partners, LLC

The text employs an accelerated approach to understanding the fundamentals of genetics, clinically applicable to nursing students well as students in other healthcare professions. The content is aligned to the ANA's Essential Genetic and Genomic Competencies and begins with a review of DNA, RNA, protein synthesis, chromosomes, and inheritance patterns. In addition, it takes a clinical focus on specific diseases and groups of disease processes. Each disease chapter focuses on the molecular basis of the disease, the signs and symptoms of the disease, surveillance recommendations, treatment options for the disease, and other disorders.

#### KEY FEATURES

- Diagnostic techniques for genetic testing
- Tables and figures that reinforce comprehension
- Interprofessional contributor list provide expertise across several health specialties

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# Essentials of Environmental Health

THIRD EDITION

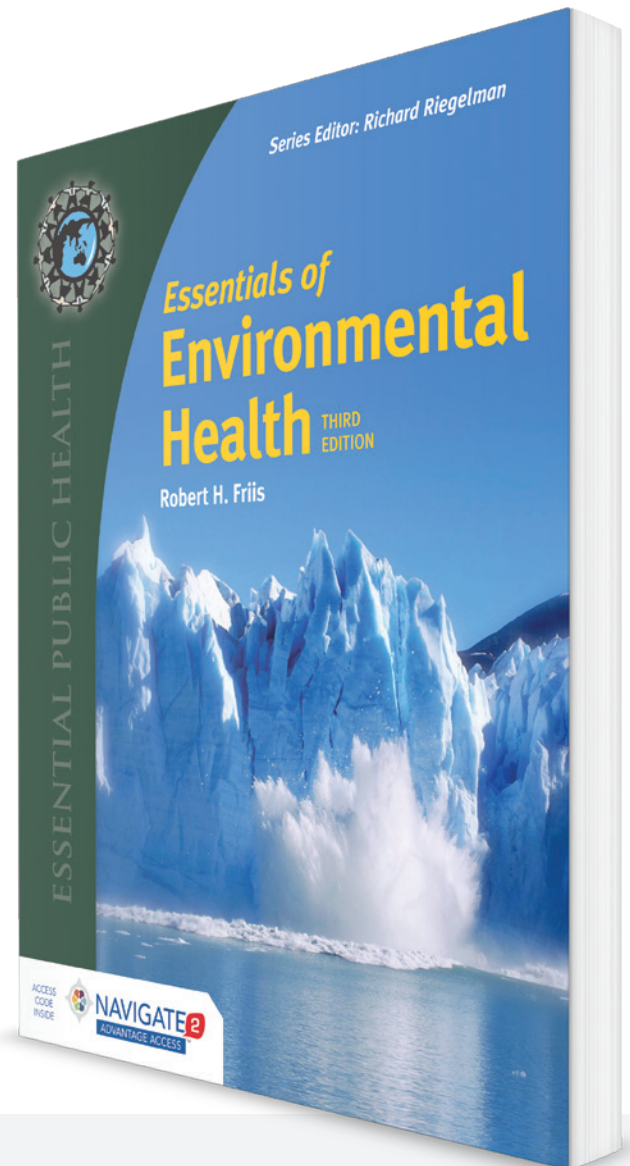
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Robert H. Friis, PhD, California State University, Long Beach

*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).

Using a straightforward, non-technical approach, the author has included many examples and illustrations of environmental health issues. Perfect for the beginning student as well as the experienced health professional, each chapter concludes with study questions and exercises to engage the reader in further study.

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.



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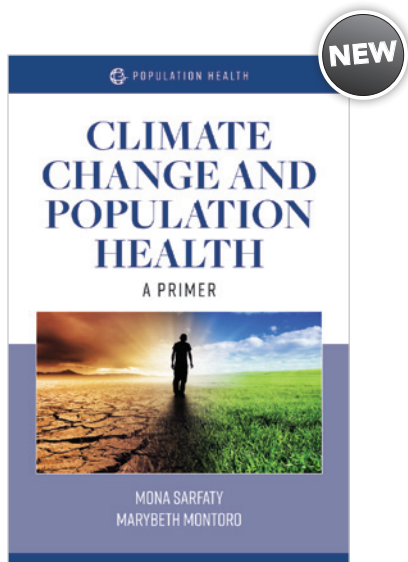
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## Climate Change and Population Health

*A Primer*

**Mona Sarfaty**, MD, MPH, FAAFP

**Marybeth Montoro**, MPH, CPH

Both of the Center for Climate Change Communication George Mason University

Today's education demands that every health professional is properly educated about the mechanisms by which climate change places our existence and wellbeing at risk. Public health professionals must be especially knowledgeable about the health dangers of climate change, who is most vulnerable and how

*Climate Change and Population Health* begins by explaining the science of climate change looking back historically, reviewing current measurement techniques and results, and taking into consideration greenhouse gases and their origins. It then looks at the health impact as well as who is most effected by climate change. Finally, it guides students in positively and effectively communicating about climate change as a means to guide people in protecting themselves and garnering support for necessary policies for adaptation and mitigation.

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## Understanding Environmental Health

*How We Live in the World*

SECOND EDITION

**Nancy Irwin Maxwell**, DSc, Boston

University, School of Public Health

While covering all the traditional environmental health topics, this text is uniquely structured around the things we do as individuals and societies that result in environmental health hazards. The author details the hazards of energy production, industry, food production, and the modern lifestyle, while exploring our place within the local and global community. It tells a connected narrative, making the text engaging and accessible to a broad range of students with a variety of scientific backgrounds.

The *Second Edition* offers new data and case studies, as well as a new "What Can I Do?" sidebar series throughout the chapters.

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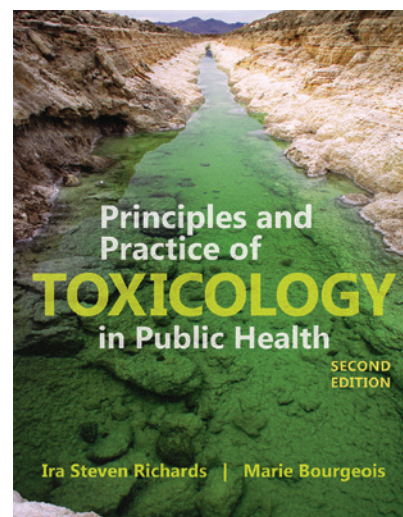
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## Principles and Practice of Toxicology in Public Health

SECOND EDITION

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**Ira S. Richards**, PhD, University of Florida College of Public Health

Immediately readable for students with little technical background, *Principles and Practice of Toxicology in Public Health* provides students with an introduction to the field, as well as the basics of toxicology principles, systemic toxicity, and toxicology practice. With this understanding of the scope of the discipline, students will be more prepared to participate in a meaningful way in the often highly visible problem-solving and decision-making processes required of public health professionals.

ISBN: 978-1-4496-4526-7

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# Essentials of Health Behavior

*Social and Behavioral Theory in Public Health*

THIRD EDITION

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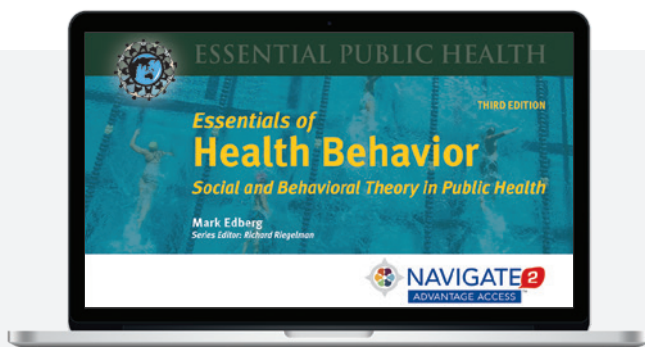
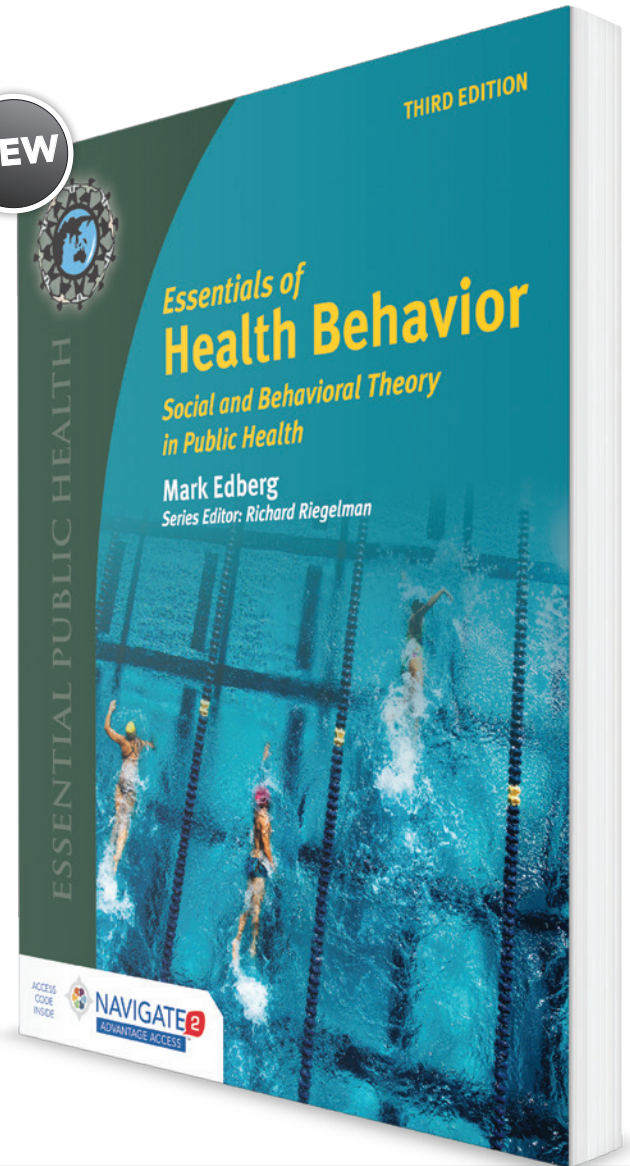
**Mark Edberg**, PhD, Milken Institute School of Public Health,  
The George Washington University

In clear and accessible language, *Essentials of Health Behavior: Social and Behavioral Theory in Public Health, Third Edition* provides students 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. Filled with real life examples and profiles, the text explores some of the ways in which these theories and approaches are used in applied health promotion efforts.

Since the publication of the second edition, health promotion theory has continued to evolve. The *Third Edition* keeps pace with developments such as rapidly evolving social media, increased global population diversity, and emerging epidemics, and more—making the book useful and current.

## KEY FEATURES

- Introduces students to the relationship between behavior and a selection of major health issues
- Includes a new chapter on behavioral epigenetics that seeks to examine the interaction between social-environmental influences and genetic expression, and the potential impacts on behavior
- Offers new theoretical frameworks and expanded discussions of current theory such as the Integrated Model of Behavioral Prediction



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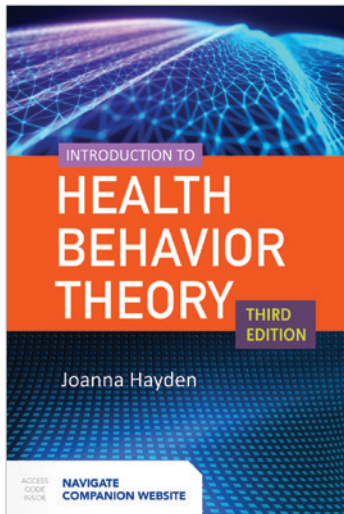
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## Introduction to Health Behavior Theory

THIRD EDITION

**Joanna Hayden**, PhD, CHES, William Paterson University

*Introduction to Health Behavior Theory* is designed to provide students with an easy to understand, interesting, and engaging introduction to the theoretical basis of health education. Written with the undergraduate in mind, the text uses comprehensive and accessible explanations to help students understand what theory is, how theories are developed, and what factors influence health behavior theory.

Covering the more frequently used health behavior theories, the author breaks each theory into concepts and constructs to enhance comprehension and encourage students to discover how these theories can be put into practice.

ISBN: 978-1-284-12511-5

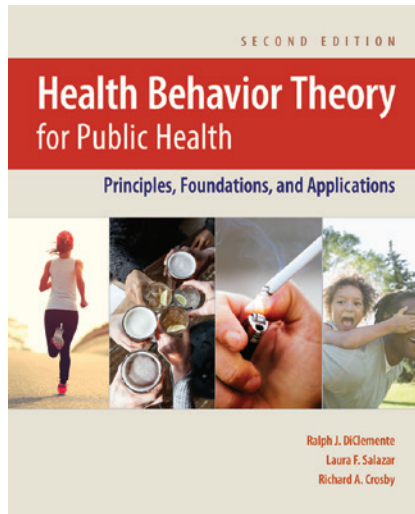
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## Health Behavior Theory for Public Health

SECOND EDITION

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**Ralph J. DiClemente**, PhD, Rollins School of Public Health, Emory University  
**Laura F. Salazar**, PhD, Institute of Public Health, Georgia State University  
**Richard A. Crosby**, PhD, DDI, College of Public Health, University of Kentucky, Lexington

This one-of-a-kind textbook examines health behavior theory through the context of the “New Public Health.”

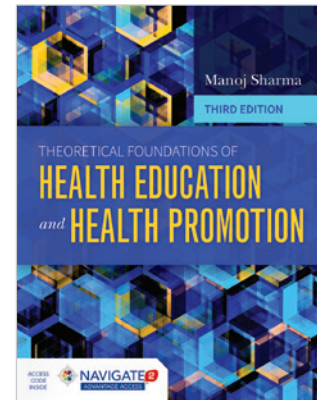
*Health Behavior Theory* explores the essential spectrum of theoretical tools as well as the core practices.

Divided into three sections, the book takes a unique 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. Finally, readers will learn about the essential tasks of measurement, evaluation, and translation through an examination of a diverse set of application tools.

ISBN: 978-1-284-12988-5

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## Theoretical Foundations of Health Education and Health Promotion

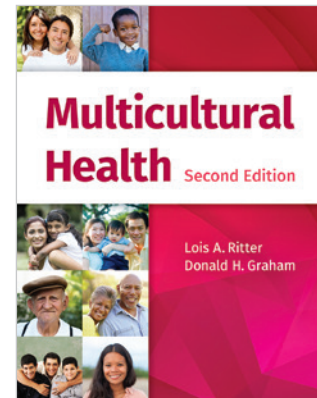
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**Manoj Sharma**, PhD, MCHES, University of Cincinnati

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## Multicultural Health

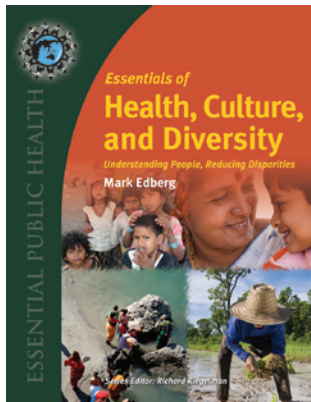
SECOND EDITION

**Lois A. Ritter**, EdD, MS, MA, MS-HCA, PMP

**Donald H. Graham**, JD, MA

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## Essentials of Health, Culture, and Diversity

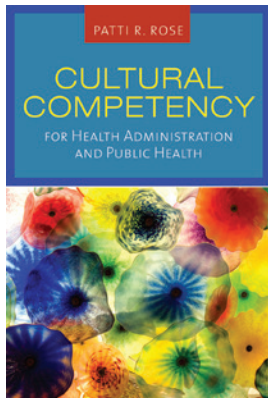
*Understanding People, Reducing Disparities*

**Mark Edberg**, PhD, The George Washington University Milken Institute School of Public Health

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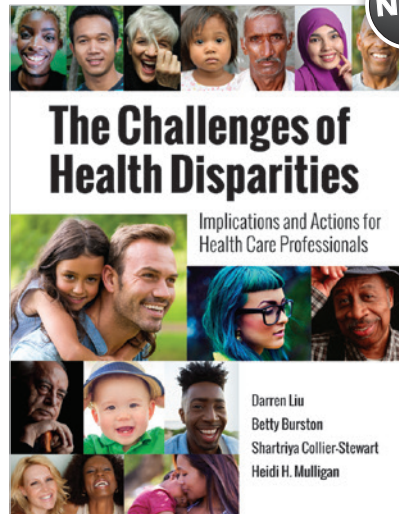
## Cultural Competency for Health Administration and Public Health

**Patti R. Rose**, EdD, MPH, University of Miami

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## The Challenges of Health Disparities

*Implications and Actions for Health Care Professionals*

**Darren Liu**, DrPH, MHA, MS, Des Moines University

**Betty Burston**, PhD, University of Nevada, Las Vegas

**Shartriya C. Stewart**, EdD, Nevada State College, Las Vegas

**Heidi H. Mulligan**

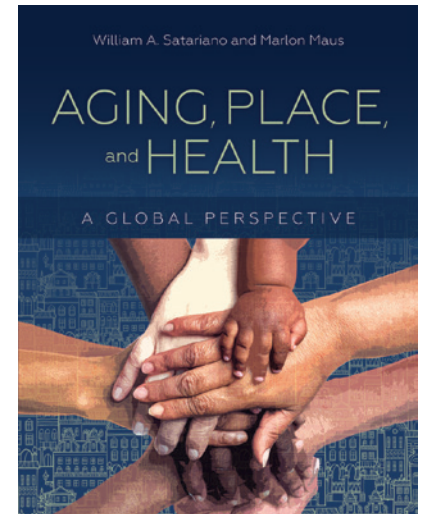
This unique text explores health disparities in the United States and their implications from the perspective of health care administration. The text begins with a broad overview of health disparities before examining current and past frameworks of analysis regarding the causes of disparities and provide a statistical overview of death rates and their implications for health care administrators. The final chapters look at health disparities within each type of healthcare environment such as physician practices, hospitals, pharmaceutical products, Medicare/Medicaid, long-term care, insurance markets, and more.

ISBN: 978-1-284-15609-6

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## Aging, Place, and Health

*A Global Perspective*

**William A. Satariano**, PhD, MPH, University of California, Berkeley

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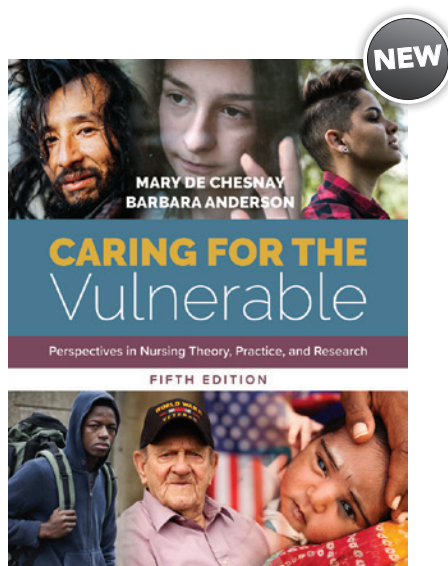
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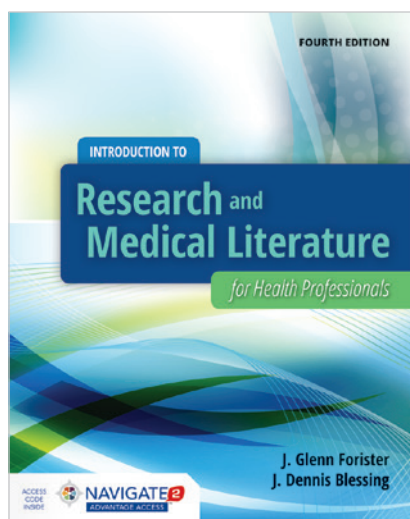
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This text is an essential resource to help students, faculty, and practitioners understand the research process, interpret data, comprehend results, and incorporate findings into practice. From choosing a research project and developing the research process design, to systematically gathering information, analyzing, interpreting data, differentiating among conflicting results, and finally understanding the overall evaluation, this book will ease fears and help students and practitioners develop research skills to acquire and contribute knowledge that benefits their patients.

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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, Second Edition* 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.

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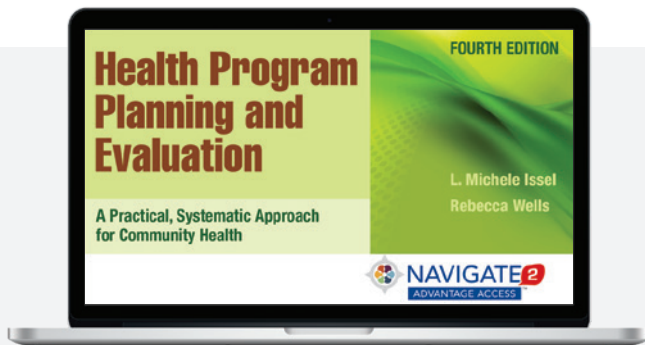
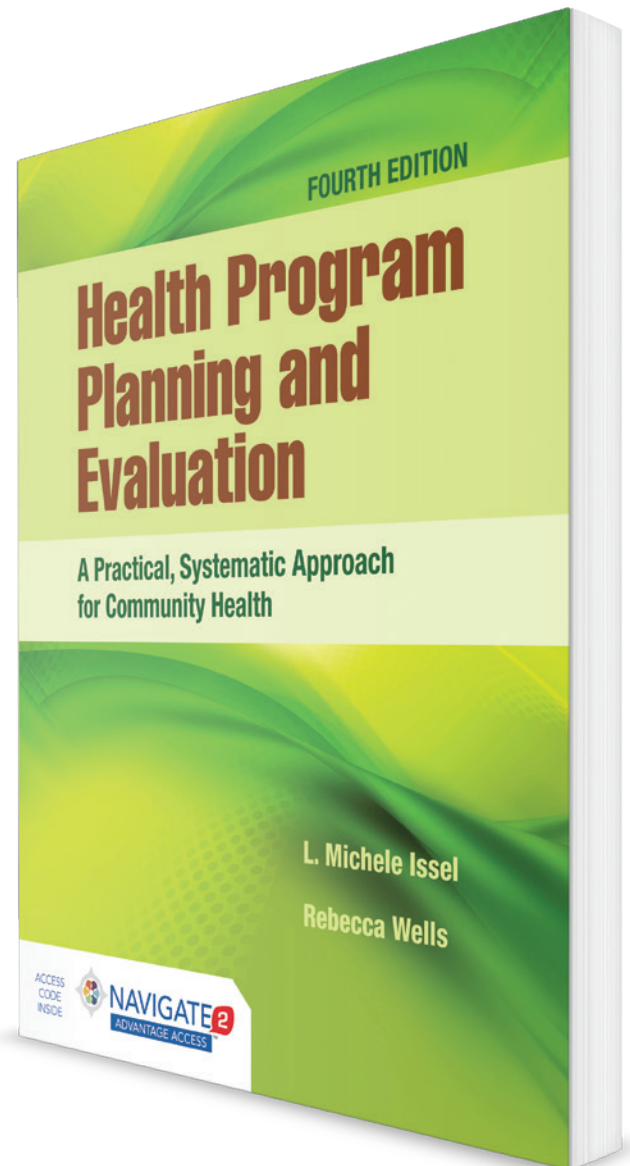
**L. Michele Issel**, PhD, RN, College of Health and Human Services, University of North Carolina, Charlotte  
**Rebecca Wells**, PhD, The University of Texas School of Public Health

This best-selling, perennial favorite textbook carefully walks the reader through the process for developing, implementing, and evaluating successful community health promotion programs. Featuring reader-friendly, accessible language and practical tools and concepts, this outstanding resource prepares students and professionals to become savvy consumers of evaluation reports and prudent users of evaluation consultants.

Now with a new co-author, Rebecca Wells, the fourth edition of *Health Program Planning and Evaluation* reflects the major changes in the field of community health and offers updated examples and references throughout.

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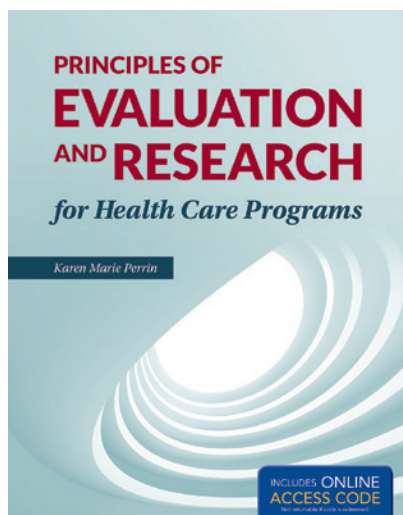
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This text provides a basic understanding of the importance of and the key approaches used to conduct health program evaluations. Written with the undergraduate in mind, this book is useful for students pursuing a wide spectrum of health careers. Students will learn terminology, levels and types of measurement, data collection methods, sampling, and basic statistical analysis.

In addition to the basic information, the book covers ethical and cultural competency issues unique to conducting evaluations. Finally, the book provides an introduction to systems thinking and its implications for evaluating the impact of interventions.

The book offers activities and case studies that lay the foundation for understanding all aspects of evaluation while developing the critical thinking skills needed to dissect peer-reviewed publications as well as popular media health claims. It also provides many examples from a wide variety of health fields.

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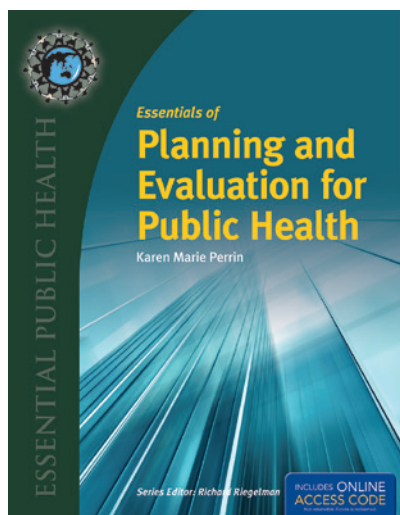
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## Essentials of Planning and Evaluation for Public Health

**Karen (Kay) M. Perrin**, PhD, MPH,  
University of South Florida, College of  
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This text provides a basic understanding of the importance of and the key approaches used to conduct and evaluate effective public health programs.

Organized in a step-by-step process, the chapters provide an accessible and engaging overview of topics needed to review published literature, collect primary data, analyze data using basic statistics, and present results in written or verbal formats for their intended audiences.

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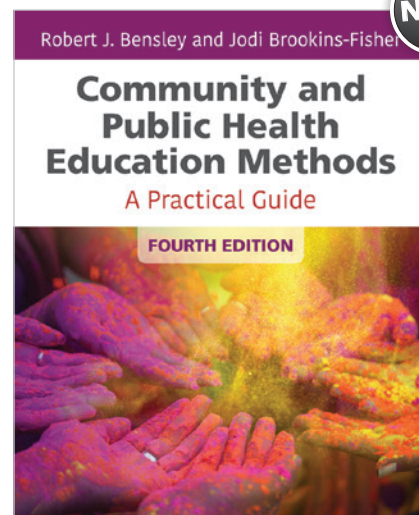
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*A Practical Guide*

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Updated and revised to keep pace with changes in the field, the fourth edition of *Community and Public Health Education Methods: A Practical Guide* teaches students to effectively communicate health education messages and positively influence the norms and behaviors of both individuals and communities. Written by and for health education specialists, this text explores the methods used by health educators, including didactic techniques designed to guide others toward the pursuit of a healthy lifestyle.

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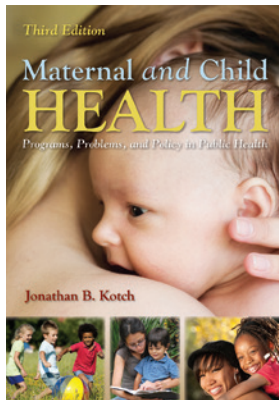
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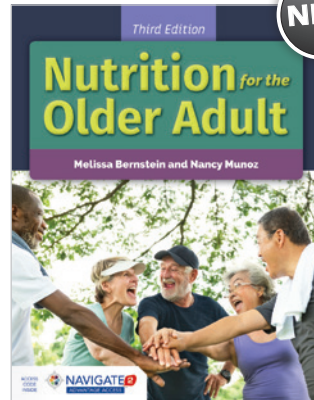
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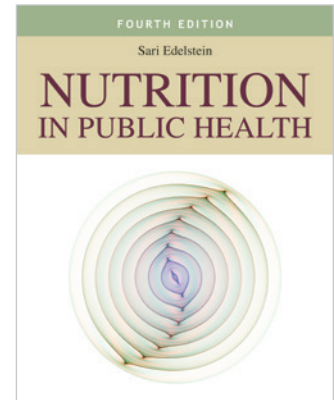


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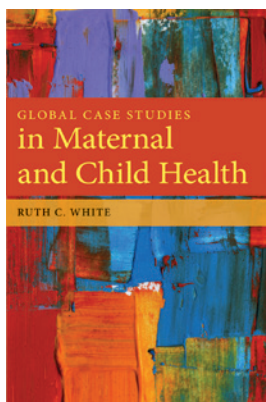


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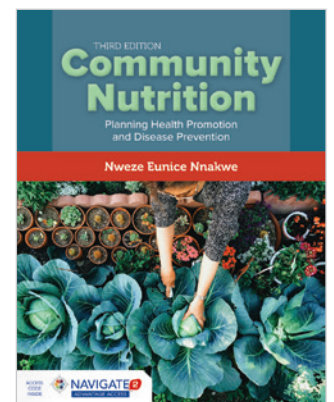
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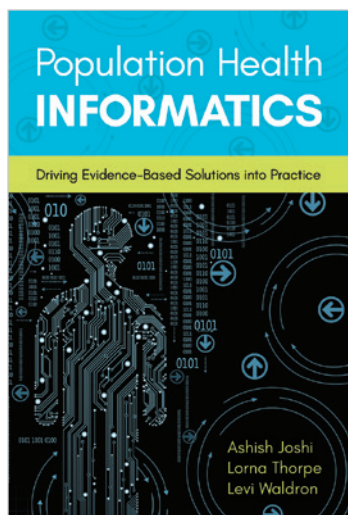
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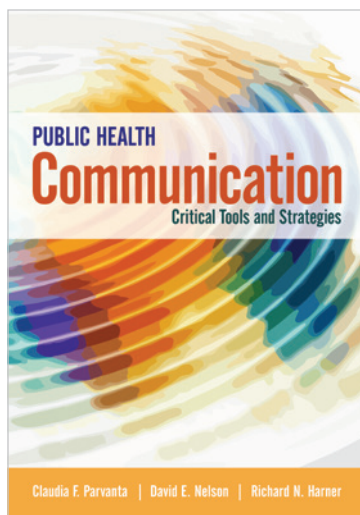
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This book explores the use of technology to apply evidence-based solutions to improve population health outcomes. The book focuses on how to operationalize population informatics solutions to address important public health challenges impacting individuals, families, communities, and the environment in which they live. Using a practical, step-by-step approach, the book is perfect for public health students and students from other interdisciplinary fields with an interest in population informatics, this book fulfills a key component of the new Association of Schools and Programs of Public Health (ASPPH) recommendations for “Critical Components for the Core of a 21st Century MPH Degree.”

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**Claudia Parvanta**, PhD, University of South Florida  
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Designed for master's-level study, this book prepares new graduates for any entry-level position in public health policy, health communication, health promotion, social marketing, or community health education. Filled with practical examples, the book is also a valuable resource for those preparing for the CPH or CHES exams.

Students will learn core concepts for planning a communication framework as well as strategies for educating the public about health issues including understanding and reporting science, communicating for policy and advocacy, and health literacy and numeracy. The book explores classic theories of persuasion in communication such as Inoculation, Sensation Value, and Cognitive Value. The most current forms of digital/multimedia/interactive channels are examined. The last section of the book looks at some special contexts, such as patient-provider communication and risk/emergency communication.

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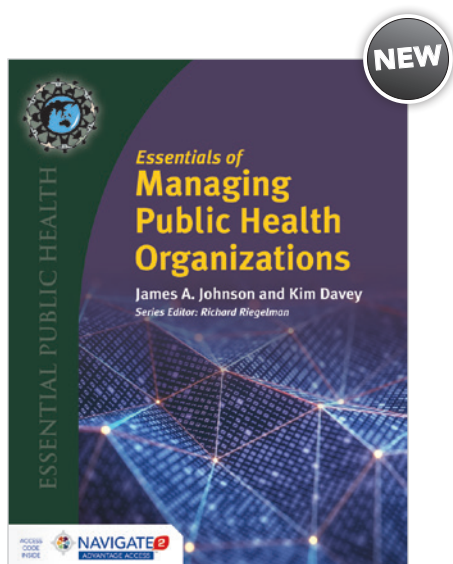
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## Essentials of Managing Public Health Organizations

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**Kim Davey**, PhD, MBA, MA, School of Public Health, Samford University

Written with undergraduate students in mind, this concise text combines the scope and context of public health while also addressing key management topics, processes, and emerging issues. Organized in four parts, the text covers: (1) Public Health Organizations; (2) Public Health Management Fundamentals; (3) Public Health Management Functions; and (4) Current and Emerging Issues in Public Health Management. Each of these contain key chapters that address foundations, practical applications, and new directions in the respective domains. The goal is to enhance the students' knowledge, skills, and abilities in ways that help them become more effective in their careers in public health.

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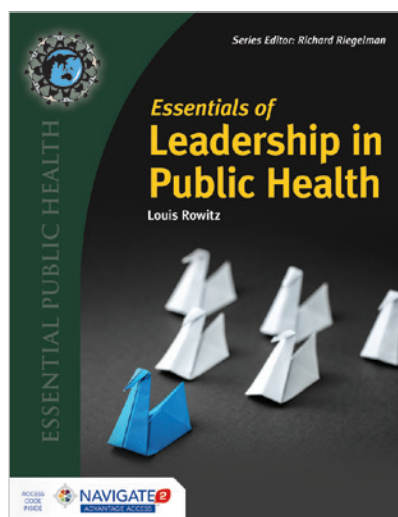
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## Essentials of Leadership in Public Health

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**Louis Rowitz**, PhD, School of Public Health, University of Illinois, Chicago

Public health affects us all. As such, there will always be a need for professionals to monitor the health of the public and create programs to enhance our health. Well-trained public health leaders are critical to making the entire process work.

Combining content from the author's two prior leadership books, this new 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.

Throughout the book, case studies written by public health leaders are presented. Students also benefit from leadership exercises and discussion questions in each chapter.

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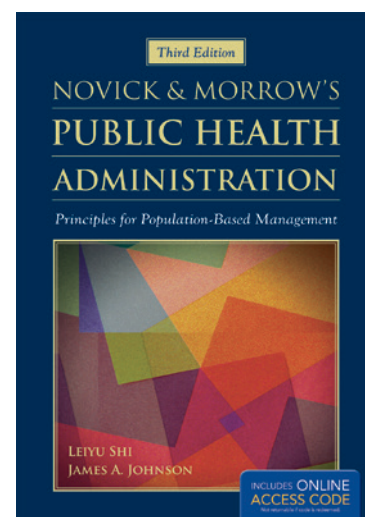
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**James A. Johnson**, PhD, MPA, MS, Central Michigan University and St. George's University

With contributions from experts in areas ranging from workforce to community-based prevention to emergency preparedness, this text offers comprehensive coverage of relevant issues for aspiring public health administrators. The book also examines systems thinking; accountable care organizations; social entrepreneurship; integrated information management; disaster preparedness and response; and social media.

*"Public health is a diverse field, and the pathways to managing public health departments are varied. No one person can have all the skills necessary to meet the challenges that confront our local health departments. This book would serve as a practical reference for any manager who wishes to become more knowledgeable and productive."*

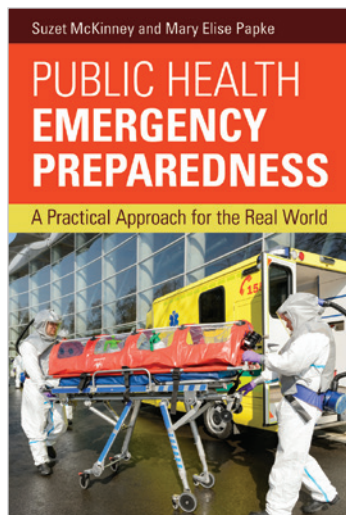
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## Public Health Emergency Preparedness

*A Practical Approach for the Real World*

**Suzet McKinney**, DrPH, MPH, University of Illinois at Chicago, School of Public Health  
**Mary Elise Papke**, DrPh, University of Wisconsin-Milwaukee, Zilber School of Public Health

*Public Health Emergency Preparedness* will give your students a clear understanding of the critical competencies needed to prepare for and respond to Public Health emergencies.

Divided into five parts, the book first introduces preparedness functions within the context of Public Health, including the workforce, the role of state and local governments, and related legal issues. Part two examines the various types of hazards and threats including natural; pandemic; infectious disease; as well as chemical, biological, radiological, and nuclear hazards.

In Part three, the authors explore the preparedness cycle, from vulnerability assessments, to planning, and training. Part four looks at incident management from multi-agency coordination systems, to community resilience and recovery, to medical countermeasures and medical surge.

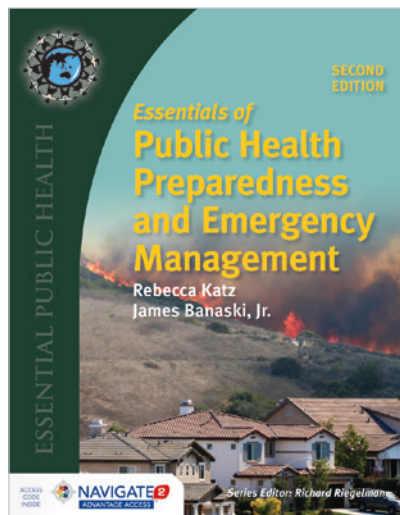
The final chapter looks at the future of public health preparedness, including leadership, measurement, and national health security.

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This book explores the vital role the public health community plays in identifying, responding to, containing, and recovering from emergencies. The chapters are structured in five parts: Background of the Field; Defining the Problem; Infrastructure; Solving Problems; and Practical Applications.

Recent cases are examined, such as: Floods in Pakistan; Ebola in a U.S. hospital; and Cross-border coordination of an infectious disease in the Middle East.

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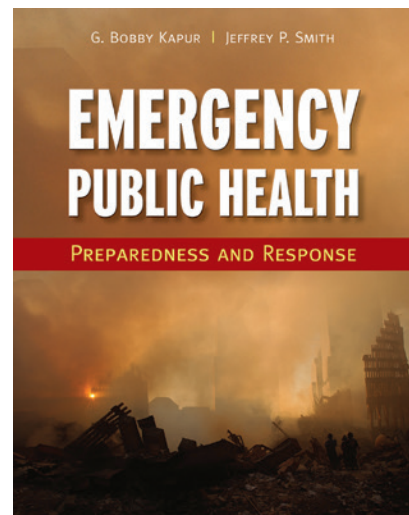
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## Emergency Public Health

*Preparedness and Response*

**G. Bobby Kapur**, MD, MPH, Baylor College of Medicine

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This text provides readers with important information and analysis of key public health crises threatening our local, state, and national jurisdictions. This first text of its kind in emergency public health, it provides a framework for public health professionals, policy makers, first responders, and emergency healthcare providers to plan and implement effective measures to protect the public health of civilian populations during times of emergencies.

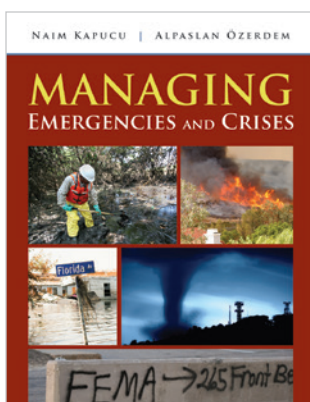
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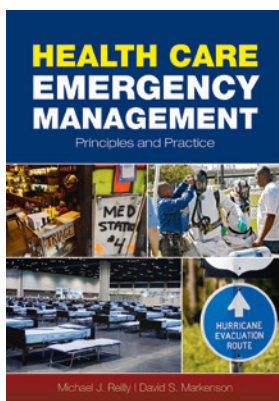
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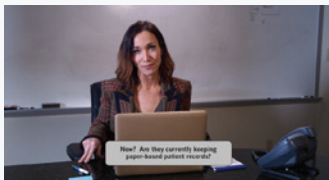
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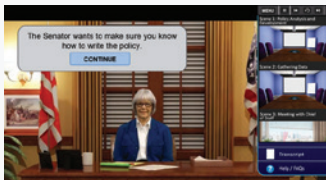
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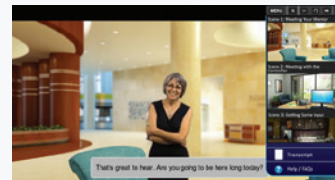
### HEALTH CARE DELIVERY

The student assumes the role of a Health Care Operations consultant at a large Health Care system. In each episode, the student will progress through a series of different settings and character interactions that will teach them about key concepts in Health Care Delivery. The student will analyze information, make decisions, and see the impact of their participation in real time.



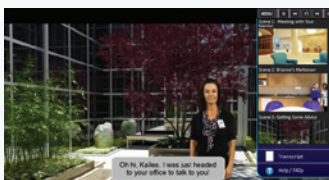
### HEALTH POLICY

The student assumes various roles within the Health Care legislation process to develop and implement health care policy. In each episode, the student will progress through a series of different settings and character interactions that will teach them about key concepts in Health Policy.



### HEALTH CARE FINANCE

The student assumes roles such as Chief Executive Officer, Chief Financial Officer, and Board Member, and applies their knowledge of health care finance to make decisions that directly impact hospitals and patients, such as whether to relocate a hospital facility and whether to propose a bond to finance a major hospital renovation.



### HEALTH CARE HUMAN RESOURCES

The student assumes roles such as HIM department manager, HR assistant, and manager of the Blood Bank/Immunology unit. The student will apply their knowledge of HR to make decisions that directly impact hospital employees, such as how to address the threat of impending budget cuts, how to handle a potential discrimination issue, and how to develop a strategy to increase staff morale.

## FOR INSTITUTIONS/FACULTY

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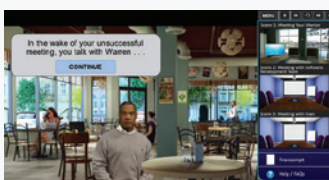
1. Identify the area of your course that you would like to improve. Navigate 2 Scenarios can be used to simplify a difficult topic area and increase student engagement.
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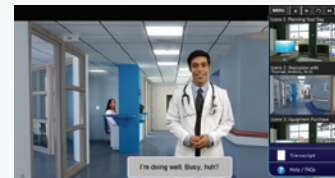
### HEALTH CARE MARKETING

Recently Bright Road Health Care System has experienced a downward trend in its number of patients. The student assumes the role of a health care marketing consultant to work with different areas of the Health Care System to make marketing recommendations in the areas of differentiation, positioning, customer retention, and market responsiveness.



### HEALTH CARE LAW

The student assumes the role of a new Health Care Administrator within the Bright Road Health Care System, where they will review legal cases and assess the Health Care System's legal risks and liabilities. Bright Road's General Counsel will act as the student's mentor, helping them navigate difficult legal concepts.



### HEALTH CARE ETHICS

The student assumes various roles within the Health Care System, where they will be presented with ethical dilemmas and various opposing viewpoints. In some cases, the "right" decision can be subjective, and the student will need to use ethical decision-making skills to defend their choice.

### ORGANIZATIONAL BEHAVIOR

The student assumes the role of a newly promoted manager at a software company. In this new position, effectively handling office politics will play an important role in your success. In each episode, the student will progress through a series of different settings and character interactions that will teach them about key concepts in Organizational Behavior.

# 5 Assignments to Address the Opioid Epidemic as a Public Health Problem

by Sharon Buchbinder, RN, PhD, Author of *Introduction to Health Care Management, Third Edition*

Recently, the Centers for Disease Control and Prevention reported 71,568 deaths in the United States from drug overdoses (CDC, 2018). These preventable deaths exceeded those from suicides, influenza, and pneumonia and were about half of accidental fatalities in the United States. In epidemiology, we speak of triangle with the points being a host, agent, and environment. In this case, its agent is not a microbe, but a human—and the environment can be a home, a classroom, a gym, or a park. The costs of this epidemic are in the billions in dollars and in millions in human lives affected by the disease. While anecdotes are heart-wrenching, politicians, corporations, and yes, healthcare organizations are driven by the bottom line: how much will it cost to slow down this epidemic? Where are the pressure points—host, agent, environment—where interventions can have the most effect? Who needs to be at the table to discuss local, state, federal, and international policies and programs? Just saying no isn't an answer to this problem.

Like other epidemics, drug use and abuse does not respect ethnicity, education, class, or borders. As healthcare management educators, we have a duty to educate our students about the realities of caring for people with substance abuse disorders. We must also teach them how to participate in policy development to address this epidemic. We must give our students assignments that demand the use of critical thinking skills framing the opioid epidemic as a public health epidemic and putting the costs of the epidemic front and center. The best way to teach our healthcare

***Just saying no isn't an answer to this problem.***

management students these important lessons is not through passive approaches such as lectures, slide shows, or videos, but by providing them active learning experiences across the curriculum. The following are five (5) assignments to address the opioid epidemic.

## Assignment for a Healthcare Financial Management Course

You are the director of the emergency department (ED) in a not-for profit hospital in your state and the opioid epidemic has hit hard. On some nights, your ED looks more like the city morgue than a city hospital. Those who survive require various levels of treatment and support, “including overdose, injection-related concerns, and withdrawal” (CDC, 2018). Thirty percent (30%) of the ODs were between the ages of 24 and 34 years of age; twenty-five percent (25%) were between the ages of 35 and 54 years of age, and twenty-five (25%) were 55 years old and over. Your insurance specialists have determined the following: 38% were on Medicaid, 37% had private insurance, 17% were uninsured, 3% were Medicare recipients over the age of 65, and the insurance status of the remaining patients was unknown. Based on a worst case scenario, what should you tell your CFO about the losses due to opioid epidemic? What recourse does your hospital have in light of this epidemic? What impact

will this have on your future planning for your emergency department?

## Assignment for an Epidemiological Management Course

Part A. Using the Henry J. Kaiser Family Foundation (KFF) data for the three (3) most recent years, create a table of all United States (national level) drug related overdose deaths for the following: All Drug Overdose Deaths, All Opioid Overdose Deaths, and Opioid Overdose Deaths as a Percent of All Drug Overdose Deaths. In your own words, provide an interpretation of the data for the last three years. ■

**For full article and additional resources on this topic, please visit:**  
<http://go.jblearning.com/OpioidEpi>



Sharon Buchbinder is Professor and Program Coordinator for the MS in Healthcare Management at Stevenson University in the Graduate and

Professional School and former chair of the Association of University Programs in Health Administration (AUPHA). She is also the author of three books from Jones & Bartlett Learning: *Introduction to Health Care Management*, *Cases in Health Care Management*, and *Career Opportunities in Health Care Management*.

# Introduction to Health Care Management

FOURTH EDITION

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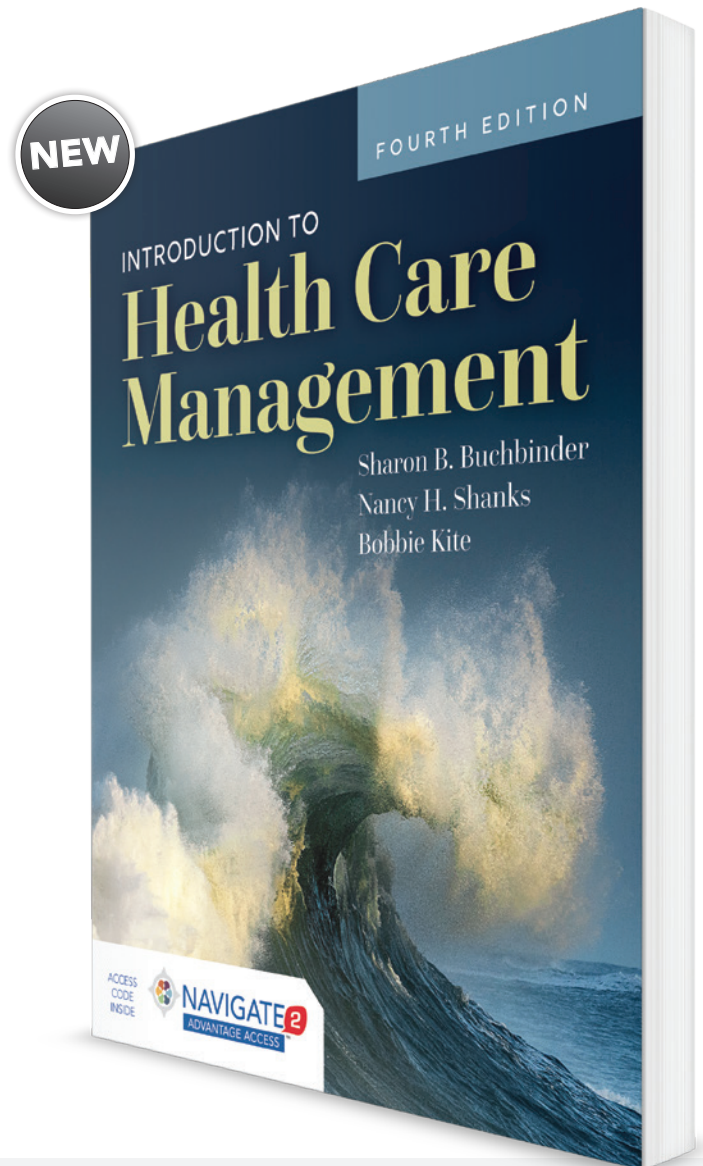
**Sharon B. Buchbinder**, PhD, RN, Stevenson University  
**Nancy H. Shanks**, PhD, Metropolitan State University of Denver  
**Bobbie Kite**, PhD, MHS, University of Denver

*Introduction to Health Care Management, Fourth Edition* is a concise, reader-friendly, introductory healthcare management text that covers a wide variety of healthcare settings, from hospitals to nursing homes and clinics. Filled with examples to engage the reader's imagination, the text covers important issues in healthcare management, such as ethics, cost management, strategic planning and marketing, information technology, and human resources, and more.

Guidelines and rubrics along with numerous new and updated case studies make this text both student-friendly and teacher-friendly. It is the perfect resource for students of healthcare management, nursing, allied health, business administration, pharmacy, occupational therapy, public administration, and public health.

## KEY FEATURES

- Chapters contributed by real experts using an active voice to grab the reader's attention
- Instructors' resources online for each chapter, including PowerPoints, Test Bank, and Sample Syllabus
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- A case study guide, with rubrics for evaluation of student performance, enable instructors at every level of experience to hit the ground running on that first day of class



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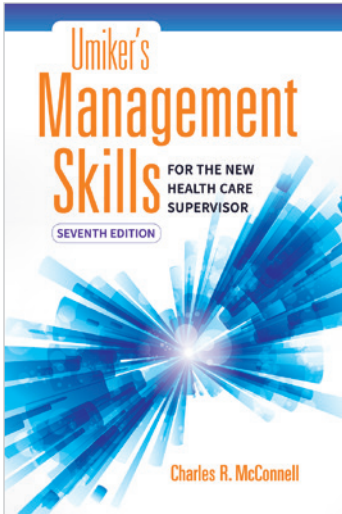
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## Cases in Health Care Management

**Sharon B. Buchbinder**, PhD, RN, Stevenson University  
**Nancy H. Shanks**, PhD, Metropolitan State University of Denver  
**Dale Buchbinder**, MD, FACS, University of Maryland Medical School

ISBN: 978-1-4496-7429-8  
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## Umiker's Management Skills for the New Health Care Supervisor

SEVENTH EDITION

**Charles R. McConnell**, MBA, CM

Written primarily for those who have little to no management training, *Umiker's* offers practical suggestions for improving effectiveness, both as a supervisor and as an organization. Ideal for students in undergraduate, community, and career college programs, author Charles R. McConnell maintains Dr. William Umiker's clear, jargon-free writing style.

### KEY FEATURES:

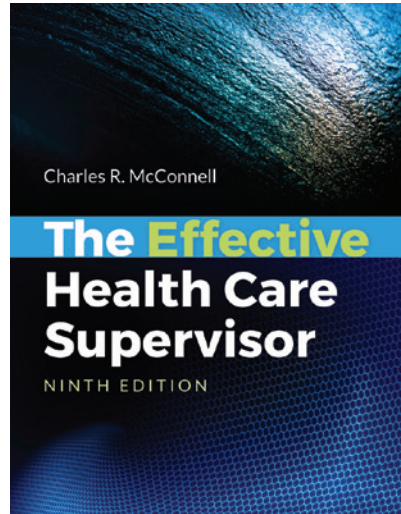
- Offers a new chapter on "Supervising in a Union Environment" that explores why employees turn to unions, how supervisors must act during union organizing, and how a supervisor's role is affected
- Includes practical exercises and case studies that guide the student through each step of the research process
- Offers hands-on quantitative exercises, using appropriate software

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## The Effective Health Care Supervisor

NINTH EDITION

**Charles R. McConnell**, MBA, CM

The ninth edition of this best-selling text continues to offer proven, hands-on, practical applications of both classic and current management principles in the healthcare setting. Packed with strategies, techniques, and tools to build or reinforce your management skills and meet the never-ending challenges that one may face daily as a healthcare supervisor, students and professionals alike will benefit from this classic guidebook that is now more reader-friendly and accessible.

### KEY FEATURES:

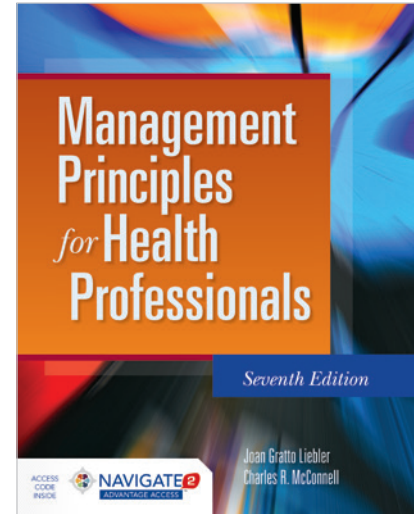
- Useful as a classroom tool and also as a working guide, a text students will want to keep and refer to later
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## Management Principles for Health Professionals

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**Joan Gratto Liebler**, MPA, RHIA,  
Temple University

**Charles R. McConnell**, MBA, CM

This practical guide for new or future practicing healthcare managers explores the customary activities of the manager—planning, organizing, decision making, staffing, motivating, and budgeting—with detailed examples drawn from a variety of healthcare settings.

Students will learn proven management concepts, techniques, models, and tools for managing individuals or teams with skill and ease.

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## Hospitals and Health Systems

*What They Are and How They Work*

**Charles R. McConnell**, MBA, CM

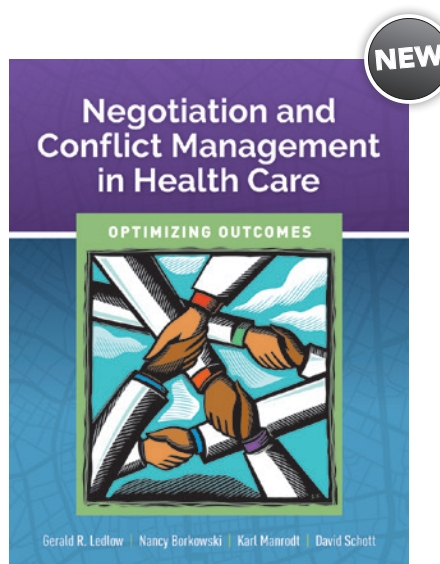
**Hospitals and Health Systems: What They Are and How They Work** is a comprehensive look at the inner workings of the modern healthcare organization. Divided into four parts, it begins with a survey of the evolution of the hospital from its beginnings up to the modern free-standing facility. The author then examines the entry of government into health care, reaction to cost escalation, and reimbursement system as well as the development and growth in importance of the health system. With this text, readers will also gain an understanding of how the free-standing, individual hospital facility operates in delivering care.

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## Negotiation and Conflict Management in Health Care

*Optimizing Outcomes*

**Gerald (Jerry) R. Ledlow**, PhD, MHA, FACHE, University of Texas Health Science Center Northeast

**Nancy Borkowski**, DBA, CPA, FACHE, FHFMA, University of Alabama at Birmingham, Birmingham

**Dave Schott**, DrPH, Georgia Southern University

**Karl B. Manrodt**, PhD, CTL, Georgia College

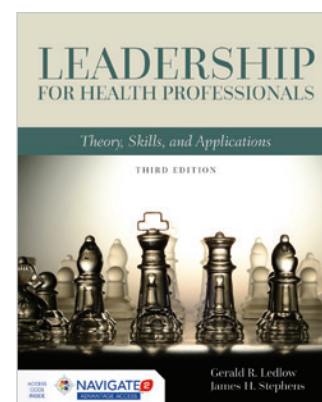
Designed for an upper-level undergraduate or graduate course, this first-of-its-kind text addresses negotiation and conflict management in the health care setting. From communication, organizational culture, and inter-professional teamwork to conflict management, collaboration, and partnerships, this text will help prepare your students for negotiating and resolving conflicts that arise in the healthcare arena.

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## Leadership for Health Professionals

*Theory, Skills, and Applications*

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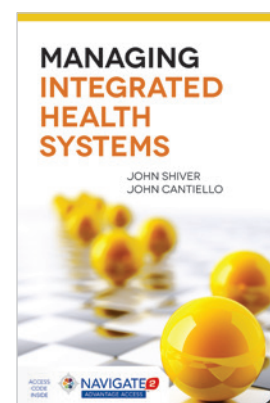
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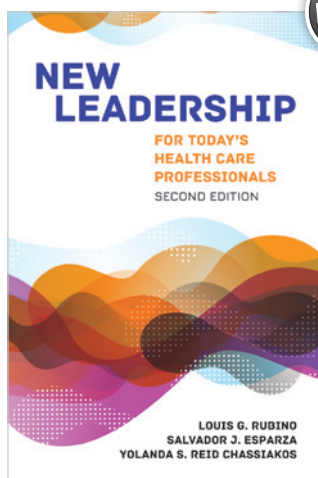
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NEW

## New Leadership for Today's Health Care Professionals

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**Yolanda Chassiakos**, MD, FAAP, FACP,  
 David Geffen School of Medicine, UCLA  
 All of California State University,  
 Northridge

Written with the undergraduate health professional student in mind, *New Leadership for Today's Health Care Professionals: Cases and Concepts, Second Edition* explores various components of the healthcare system and how leaders should respond in these arenas. The book covers essential leadership concepts and offers many pedagogical features to engage the student in learning. Cases are interwoven into each chapter to help the student comprehend the practical side of the principles examined.

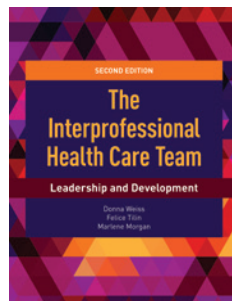
### KEY FEATURES

- Examines leadership from the perspective of the changes taking place in our nation and how leaders need to adjust to be effective
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*Leadership and Development*

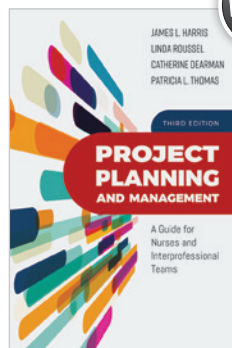
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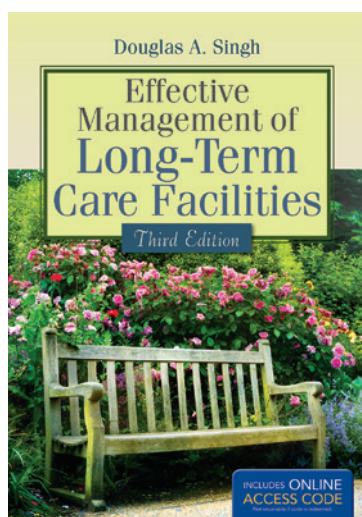
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## Effective Management of Long-Term Care Facilities

THIRD EDITION

**Douglas A. Singh**, PhD, MBA,  
School of Business and Economics,  
Indiana University, South Bend

*Effective Management of Long-Term Care Facilities, Third Edition* 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, it explores the necessary skills and tools for creating a person-centered environment as well as how to adapt an existing nursing facility to the growing culture change movement. It also details the laws, regulations, and financing of the long-term care industry, as well as its organization and delivery. Finally, this book offers thorough coverage of the essential skills necessary to manage it all.

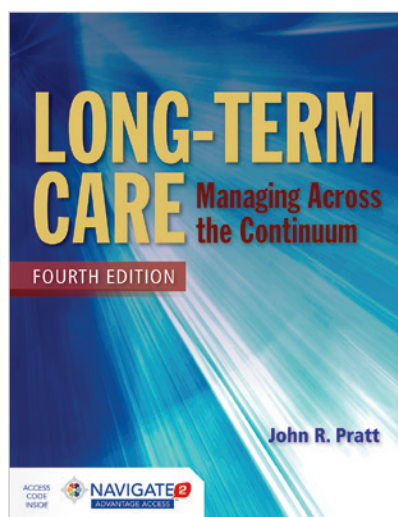
This edition is thoroughly updated with current research findings and data as well as coverage of the Affordable Care Act. It also includes a final section with 12 real-world case studies.

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## Long-Term Care

*Managing Across the Continuum*

FOURTH EDITION

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**John R. Pratt**, MHA, FACHCA, LFACHE,  
Saint Joseph's College of Maine

*Long-Term Care: Managing Across the Continuum, Fourth Edition* is an ideal introduction to management in this industry. Adopted as a reference for the national licensing examination prepared by the National Association of Long-Term Care Administrator Boards (NAB), this book covers the full continuum of long-term care.

The *Fourth Edition* is a thorough update that offers a new chapter on the Affordable Care Act (Obamacare), with a particular focus on its impact on long-term care. All other chapters have been updated with the latest changes in regulations, financing methods, forms of service delivery, and management methods in this dynamic field. The chapter on Leadership and Culture Change has been separated into two distinct chapters: Leadership in Long-Term Care and Culture Change in Long-Term Care—each with expanded information.

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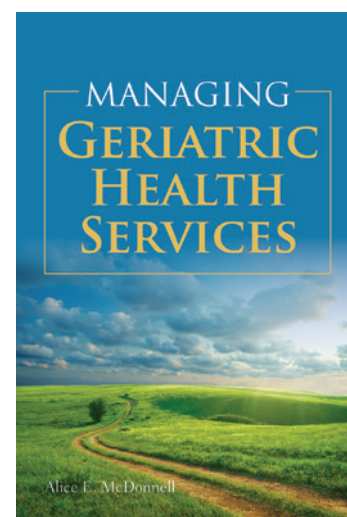
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## Managing Geriatric Health Services

**Alice E. McDonnell**, DrPH, MPA,  
Marywood University

This handbook provides an overview of the many disciplines related to gerontological administration as well as specialty topics at play in long-term care. Ideal for students studying geriatric health services administration, as well as active professionals currently working in the field, *Managing Geriatric Health Services* thoroughly examines core topics such as administration; nursing; rehabilitative therapies; as well as specialty topics such as spirituality, dementia, quality assurance, oral history, and ethical issues.

The text examines the various jobs within the continuum of care from an administrative and management standpoint as well as a look at the various roles or disciplines within long-term care and the specific challenges to each.

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# Health Care Finance and the Mechanics of Insurance and Reimbursement

SECOND EDITION

**Michael K. Harrington**, MSHA, RHIA, CHP, St. Joseph's College of Maine, Department of Health Administration

*Health Care Finance and the Mechanics of Insurance and Reimbursement* stands apart from other texts on healthcare finance or health insurance, in that it combines financial principles unique to the healthcare setting with the methods and process for reimbursement (including coding, reimbursement strategies, compliance, financial reporting, case mix index, and external auditing). It explains the revenue cycle in detail, correlating it with regular management functions; and covers reimbursement from the initial point of care through claim submission and reconciliation.

Thoroughly updated for its second edition, this text reflects changes to the Affordable Care Act, Managed Care Organizations, new coding initiatives, new components of the revenue cycle (from reimbursement to compliance), updates to regulations surrounding healthcare fraud and abuse, changes to the Recovery Audit Contractors (RAC) program, and more.

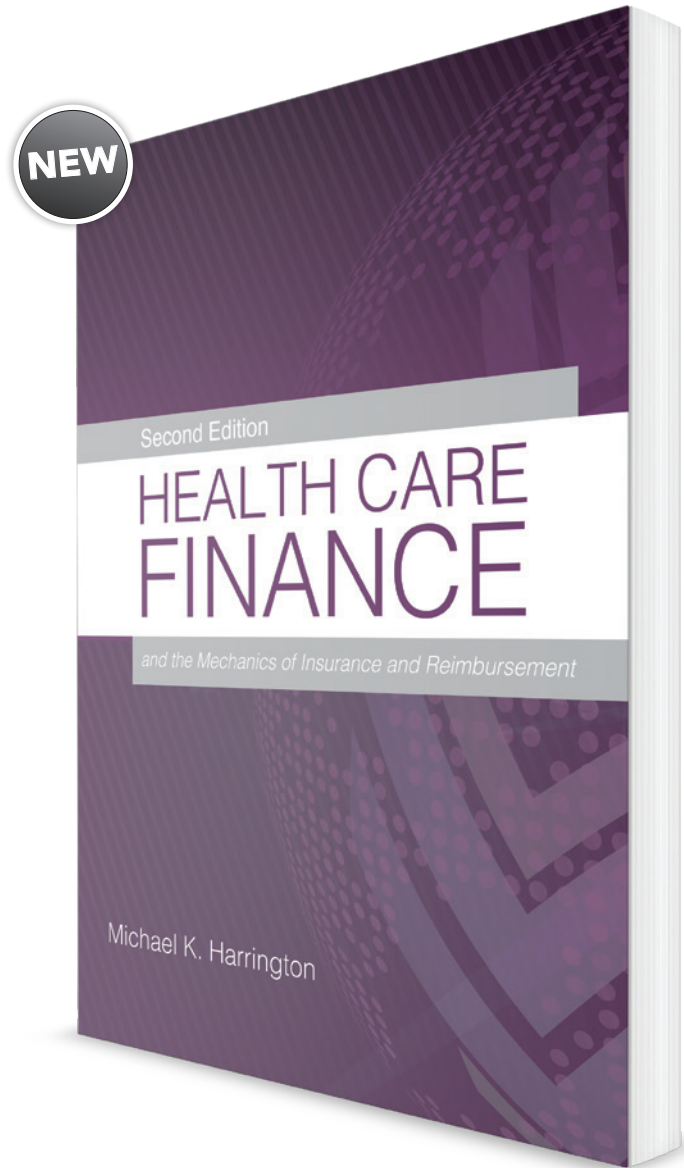
Designed to prepare health administration and health information management students with the necessary tools to successfully transition from the classroom to the health care facility, this text includes:

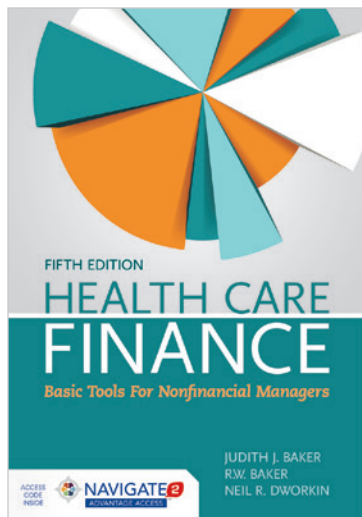
- Basics of Healthcare Finance & Financial Management
- Claims Processing
- The Affordable Care Act
- Managed Care Organizations
- Medicare Prospective Payment System (Inpatient)
- Hospital Outpatient Prospective Payment Systems (OPPS)
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- Revenue Cycle Management
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ISBN: 978-1-284-16903-4 • Paperback • 300 pages • © 2020

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## Health Care Finance

*Basic Tools for Nonfinancial Managers*

FIFTH EDITION

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**Judith J. Baker**, PhD, CPA  
**R.W. Baker**, JD  
**Neil R. Dworkin**, PhD, Western  
Connecticut State University

*Health Care Finance: Basic Tools for Nonfinancial Managers, Fifth Edition* is the most practical financial management text for those who need basic financial management knowledge and a better understanding of healthcare finance in particular. 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.

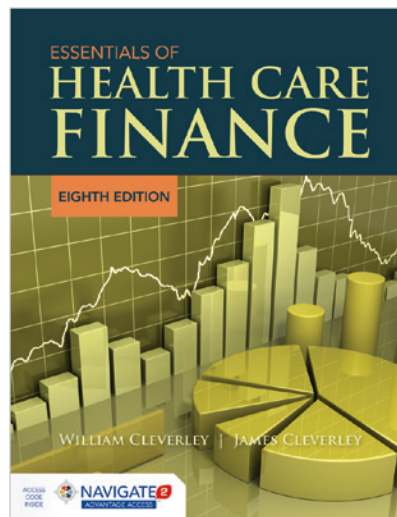
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## Essentials of Health Care Finance

EIGHTH EDITION

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**William O. Cleverley**, PhD, The Ohio  
State University, Columbus  
**James O. Cleverley**, MHA

Known as one of the most authoritative texts on financial decision making in the healthcare industry, this trusted resource explores finance theory and its practical application in health care across a wide range of facilities, from hospitals and home health agencies to skilled nursing facilities, surgical centers, and private physician practices.

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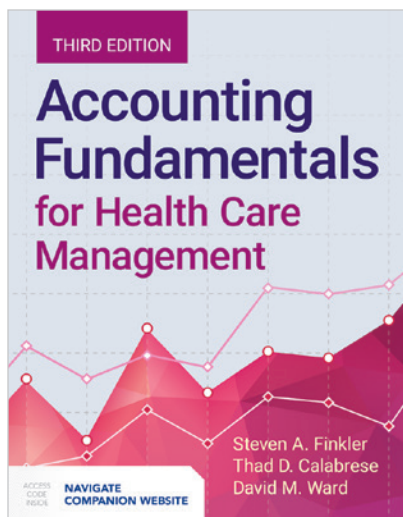
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## Accounting Fundamentals for Health Care Management

THIRD EDITION

**Steven A. Finkler**, PhD, CPA

**Thad D. Calabrese**, PhD, CPA

Both of the Robert F. Wagner Graduate School of Public Service, New York University

**David M. Ward**, PhD, CPA, College of Health Professions, The Medical University of South Carolina

Ideal for an introductory course in financial accounting in both undergraduate and graduate programs, this text teaches students how to assess financial information, ask the appropriate questions, and understand the jargon-laden answers.

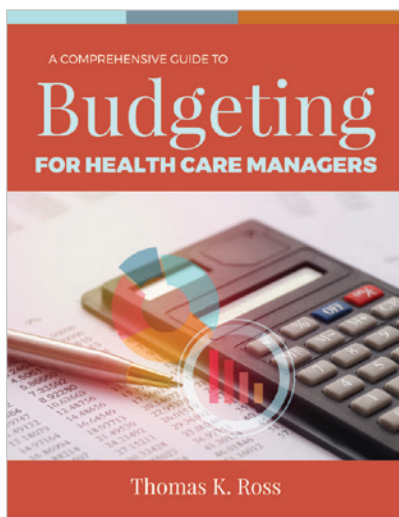
The *Third Edition* reflects the changes since the enactment of healthcare reform. It also brings the book in compliance with recent and near-term changes to accounting standards by the Financial Accounting Standards Board, including how bad debts are reported, the presentation of cash flow statements, and the presentation of net assets on the balance sheet.

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**Thomas K. Ross**, PhD, Beaver Colleges of Health Sciences, Appalachian State University

Understanding budgeting goals, processes, and incentives are vital skills for healthcare managers as they are responsible for creating budgets and managing their departments within the established budget. However, many healthcare managers lack these basic skills.

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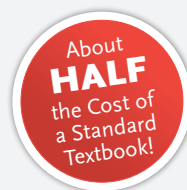
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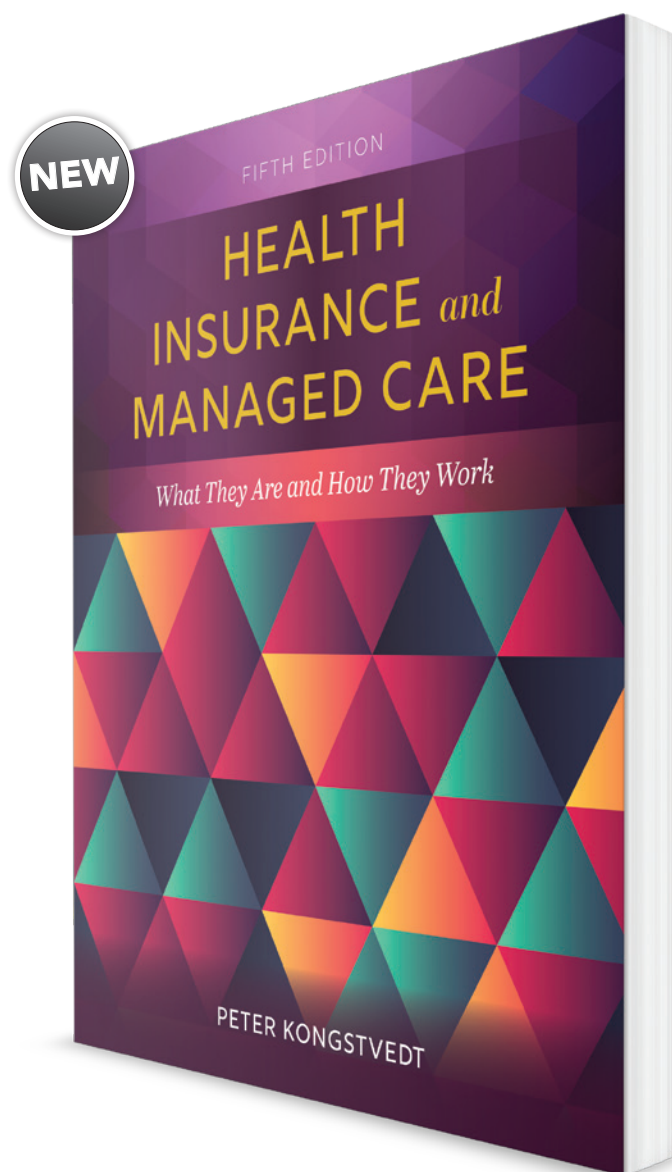
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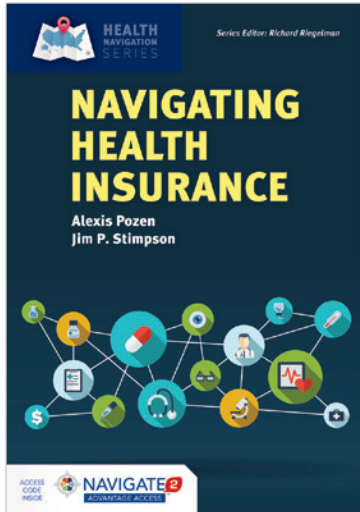
- New and expanded coverage of the history of health insurance and managed care; instability in the public exchange marketing and sales channels; and impact of limitations on sales, governance, and administrative (SG&A) costs and profits
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## Navigating Health Insurance

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**Alexis Pozen, PhD**

**Jim P. Stimpson, PhD, MA**

Both of the CUNY School of Public Health

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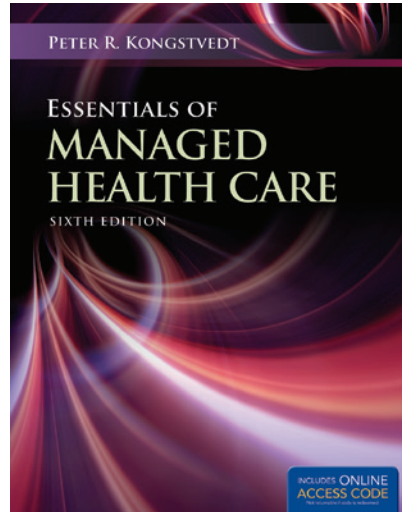
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# Legal Aspects of Health Care Administration

THIRTEENTH EDITION

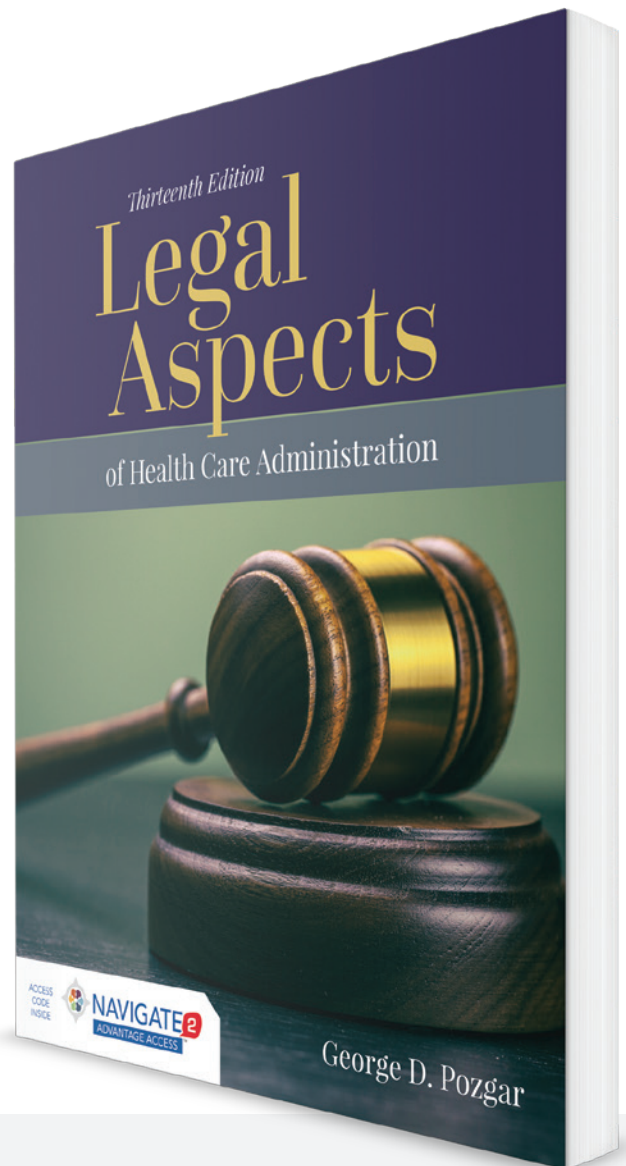
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**George D. Pozgar**, D.Litt, MBA, CHE

The most trusted resource in healthcare law is this classic text from George Pozgar, now completely revised. With new case studies and news clippings in each chapter, the *Thirteenth Edition* continues to serve as an ideal introduction to the legal and ethical issues in the healthcare workplace. This authoritative guide presents a wide range of healthcare topics in a comprehensible and engaging manner that will carefully guide your students through the complex maze of the legal system. This is a book they will hold on to throughout their careers.

Healthcare administrators face an increasingly complex maze of legal issues as government regulation and healthcare reform evolves and corporate structures adapt to meet the changing demands of their constituencies. With a continued emphasis on the ethical challenges of providing quality care amidst these powerful and often chaotic industry forces, the *Thirteenth Edition* helps future administrators navigate the core industry issues of patient-centered care, the future workforce, and the culture of compassion.

With over 40 years of experience as an administrator, consultant, and surveyor across 650 hospitals, author George D. Pozgar provides a uniquely accessible tool for grasping the legal complexities of health care through an array of real-life case studies, precedent-making court cases, and key statistical data. In the *Thirteenth Edition*, Mr. Pozgar once again invites the reader to explore the comprehensive range of legal issues—from tort reform and healthcare fraud to reporting requirements and patient rights.



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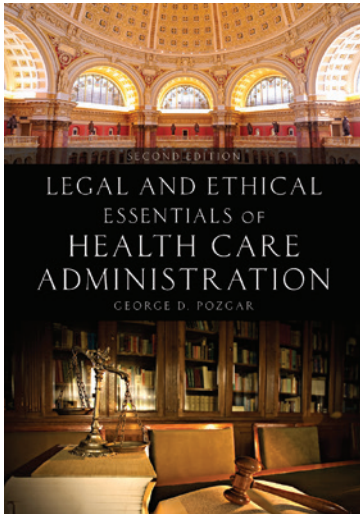
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## Legal and Ethical Essentials of Health Care Administration

SECOND EDITION

**George D. Pozgar**, D.Litt, MBA, CHE

*Legal and Ethical Essentials of Health Care Administration, Second Edition* is the ideal text for courses that combine a study of both the legal and ethical aspects of healthcare administration. Derived from George Pozgar's best-selling textbook, *Legal Aspects of Health Care Administration*, this more concise text provides the reader with the necessary knowledge to become conversant with both legal and ethical issues pertinent to the healthcare profession.

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## Managing Legal Compliance in the Health Care Industry

**George B. Moseley III**, MBA, JD, Harvard School of Public Health

*Managing Legal Compliance in the Health Care Industry* is a comprehensive resource that will prepare you to build and manage successful compliance programs for any healthcare service or industry.

In three sections, this unique title first examines all the key laws and regulations with which healthcare organizations must comply. In section two, the author explores in detail the seven essential ingredients for a good compliance program. In the final section, the book explains how the compliance program must be adapted to the special needs of different types of healthcare organizations.

Ideal for graduate-level students in programs of public health, health administration, and law, *Managing Legal Compliance in the Health Care Industry* is filled with highly practical information about the ways that legal violations occur and how good compliance programs function.

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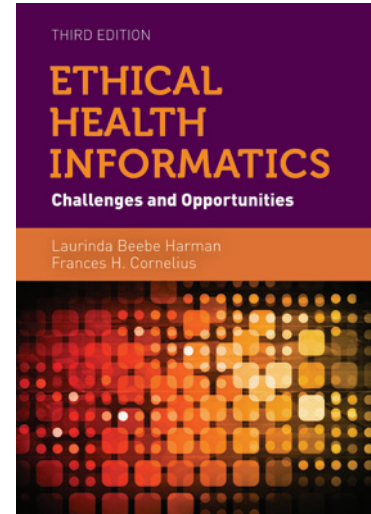
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## Ethical Health Informatics

*Challenges and Opportunities*

THIRD EDITION

**Laurinda Beebe Harman**, PhD, RHIA, College of Public Health, Temple University

**Frances Cornelius**, PhD, MSN, Drexel University

*Ethical Health Informatics: Challenges and Opportunities, Third Edition* is an invaluable resource for students and practitioners across the health disciplines.

The *Third Edition* is an exhaustive revision that incorporates scenarios and ethical decision-making matrices that challenge the reader to determine the best course of ethical action. Coverage of selected critical legal issues in the management of health information is included in each chapter.

The *Third Edition* includes chapters on privacy and confidentiality; the uses of information for coding, quality management, research, public health, and clinical care at the end of life; the electronic and digital health information systems; management of sensitive information (genetic, adoption, drug, alcohol, sexual, and behavioral information); and the roles for management and leadership, vendor management, entrepreneur, and advocate.

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Developed in conjunction with Toolwire Studios, this collection of four interactive video case studies provides students with a realistic, immersive learning experience in which the student assumes various roles within the Health Care System, where they will be presented with ethical dilemmas and various opposing viewpoints. In some cases, the “right” decision can be subjective, and the student will need to use ethical decision-making skills to defend their choice.

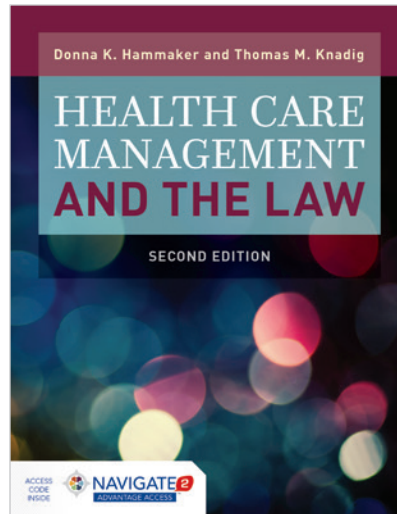
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- Episode 3: Labor and Delivery Services
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## Health Care Management and the Law

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**Donna K. Hammaker**, JD, MGA, National Institute Health Care Management & Law  
**Thomas M. Knadig**, MDiv, MA, EdD, Hospital of the University of Pennsylvania Health Care System

*Health Care Management and the Law* is designed for those who will be leading and shaping 21st century healthcare organizations. This unique text raises questions about health law issues such as emergence of the United States as a player in the global healthcare industry, innovative new approaches to the payer/provider model, and the future of tailored therapeutics. Throughout the text, the author addresses the challenges of what many view as a healthcare crisis in the United States and examines how laws must be reformed to create a system that works properly.

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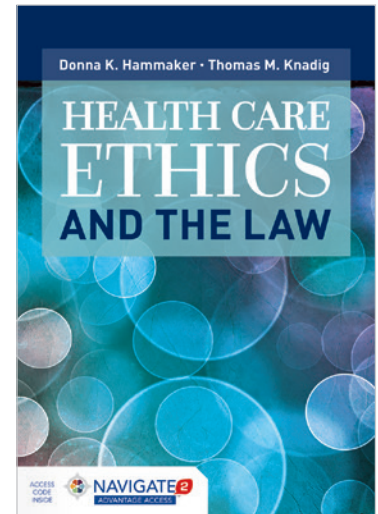
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## Health Care Ethics and the Law

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**Donna K. Hammaker**, JD, MGA, National Institute Health Care Management & Law  
**Thomas M. Knadig**, MDiv, MA, EdD, Hospital of the University of Pennsylvania Health Care System

*Health Care Ethics and the Law* is written to engage students with the ethical decisions faced by healthcare professionals every day. Based on principles and applications in healthcare ethics and the law, this text extends beyond areas that are often included in discussions of political philosophy and the principles of justice.

*Health Care Ethics and the Law* explores ethical dilemmas in which there are two or more equally valid decisions to choose from. Real-world issues are explored that are often decided based on personal ethics, such as abortion and end-of-life care. This text bridges research and practice, reflecting current issues facing the healthcare industry and government agencies.

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# What is the Future of Blockchain Technology in the Health Records Sector?

By Donna K. Hammaker, JD, MGA, Author Of *Health Records & The Law*<sup>1</sup>, Director, National Institute on Health Care Management & the Law, Health Administration Faculty, Graduate Health Services, Saint Joseph's University, Philadelphia, PA

Blockchain is the foundational technology that is providing the infrastructure for the transformational applications that is enabling progress in the use of electronic health records (EHRs). Patient data that once moved by paper now moves instantaneously on top of TCP/IP (also known as the Transmission Control Protocol/Internet Protocol) and blockchain technologies. TCP/IP is the existing protocol architecture of the Internet, the framework on which EHRs rest, as well as email (plus everything found on smartphones). Blockchain is the “future” communications protocol for networking, the framework that will standardize EHRs in the coming years and will eventually result in the creation of the national health information system envisioned by

Congress. Blockchain technology has the potential to disrupt healthcare applications and the future for the interoperability of EHRs. Blockchain will network health information systems to exchange and make use of EHRs located anywhere in the United States and, someday, anywhere in the world.

## I. Sharing Information Between Electronic Record Systems

Health records are vital to patients, health providers (including hospital systems and physicians), and health insurers. Patient data needs to be managed under a mandate of control, privacy, and accountability. The framework around this undertaking is the Health Insurance Portability and Accountability Act (HIPAA). HIPAA set

the standards for the protection of health information more than two decades ago, in 1996. However, from a security standpoint HIPAA is cumbersome and burdensome for providers to use. While federal incentive programs have made EHRs more accessible, most hospital systems still cannot easily (or safely) share their patient data.

Accessing health records is difficult to manage, requires a high overhead, and is prone to human error. According to a national Mayo Clinic study, the number one thing most physicians would change is streamlining the health record process. The reason for this burdensomeness is because health information is not located in a single database but rather distributed among different actors who own and exchange the data for each individual patient. Records

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<sup>1</sup> with Blake J. Tobias Jr., Saint Joseph's University, Philadelphia, PA.

See Hammaker, D. K., & Knadig, T. M. (2018). *Health Care Management & the Law*. Burlington, MA: Jones & Bartlett Learning; \_\_\_\_\_. (2017). *Health Care Ethics & the Law*. Burlington, MA: Jones & Bartlett Learning.

systems are fragmented and vulnerable, as basic computer security protocols that authenticate patient data are often lacking.

One such vulnerability is that the federal government does not require universal encryption of health records but rather orders providers to use a level of security that is reasonable and appropriate. Also, hospitals need only report cyberattacks on record systems that result in the exposure of private medical or financial information, such as malware that steals data. Whether the data encryption of ransomware, a type of software that locks away patient data until providers pay a ransom, meets that threshold is not clear.

## II. Blockchain Technology

The security of EHRs is growing acute as malware and ransomware proliferates. The disturbing reality is that the true state of cybersecurity risk in electronic health systems is underreported by orders of magnitude. Although the ability of healthcare systems to fight cybercriminals is limited with TCP/IP technology, this security problem can be addressed with blockchain technology.

Blockchain technology, like TCP/IP (on which the Internet was built), is a foundational technology that can enable transformative change and progress in health care. Blockchain is composed of a chain of data blocks, each of which could contain patient transactions that are encoded for security and chained to their predecessor and successor blocks by a unique address or public key. This approach comes with very powerful advantages over existing storage and distribution of health records.

### 1. Connectivity

First, unlike the health information systems in place today that were designed for a case at hand without consideration of wider applications, blockchain technology is designed for connectivity and distribution over an open network. By storing patient data across a peer-to-peer network, blockchain avoids the perils of health records being stored in one location. That is what is (sometimes mistakenly) thought of as a trusted third party, such as a hospital system holding a patient's

medical history or a health insurer holding a patient's health care claims. Should that third party suffer a catastrophic data problem, or even a minor one such as a data corruption brought about by a hacker, it may be difficult if not impossible to prove or disprove a patient's medical history.

### 2. Ledger Technology

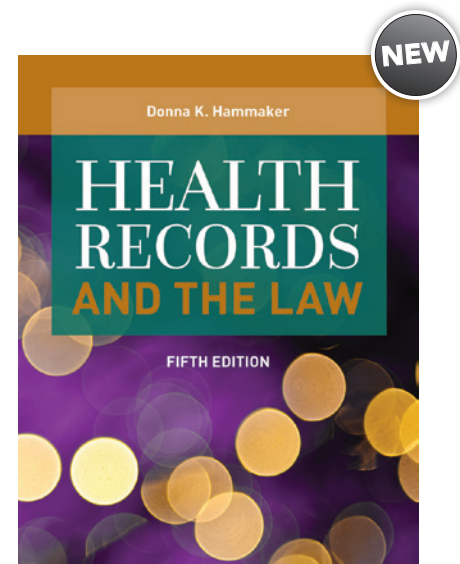
Second, transaction problems are avoided with a distributed ledger because when one data block is changed or modified, it becomes invalid, and the subsequent set of chained data blocks becomes invalid. This is because the information of each data block is used in a math function to generate the link in the chain to the next block. As such, changes are impossible to construct. Rather than having one central administrator of health records that acts as a gatekeeper to patient data—a list of digital transactions—there is one shared encrypted ledger that is spread across a network of synchronized, replicated databases that are transparent to anyone with access. This gives the peer-to-peer network unprecedented security benefits. Hacking one block in the chain is impossible without hacking every other block in the chain's chronology (thus, the term, blockchain). In turn, this makes blockchain appealing to the physicians and hospital systems that need secure access to a patient's health history. The health records may be different and come from different places, but the distributed ledger itself is standardized. ■

Read the full article at:  
<http://go.jblearning.com/Blockchain>



Donna K. Hammaker is Director, National Institute Health Care Management & Law, Graduate Health Administration, Saint Joseph's University, Philadelphia, PA

In addition to *Health Records and the Law*, she is an author (with Thomas M. Knadig) on *Health Care Management and the Law* and *Health Care Ethics and the Law*.



## Health Records and the Law

FIFTH EDITION

**Donna K. Hammaker**, JD, MGA, National Institute of Health Care Management & Law, Graduate Health Administration, Saint Joseph's University

*Health Records and the Law, Fifth Edition* provides essential tools for health professionals who must comply with laws protecting the privacy, confidentiality, and security of patient data.

This *Fifth Edition* addresses the substantial changes brought about by the Health Insurance Portability and Accountability Act (HIPAA) and the growth of network information systems, along with discussion of state laws affecting the use and disclosure of patient data.

This thorough revision also examines 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.

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# Ethics in Health Administration

*A Practical Approach for Decision Makers*

FOURTH EDITION

**Eileen E. Morrison**, EdD, MPH, LPC, CHES, School of Health Administration, Texas State University, San Marcos

Given the many advances in technology as well as the uncertainty of the future of health care in a time of change, today's healthcare administrators require a strong foundation in practice-based ethics to confront the challenges of the current healthcare landscape.

*Ethics in Health Administration, Fourth Edition* 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.

Thoroughly updated, the *Fourth Edition* focuses on the ethical implications of managed care organizations that service Medicaid populations; patient-centered care; regulation and responsibility to the community and individual patients; new and emerging technology (e.g. patient portals, ICD-10 coding, Internet of things [IoT], cybersecurity, genome editing, etc.); and more.

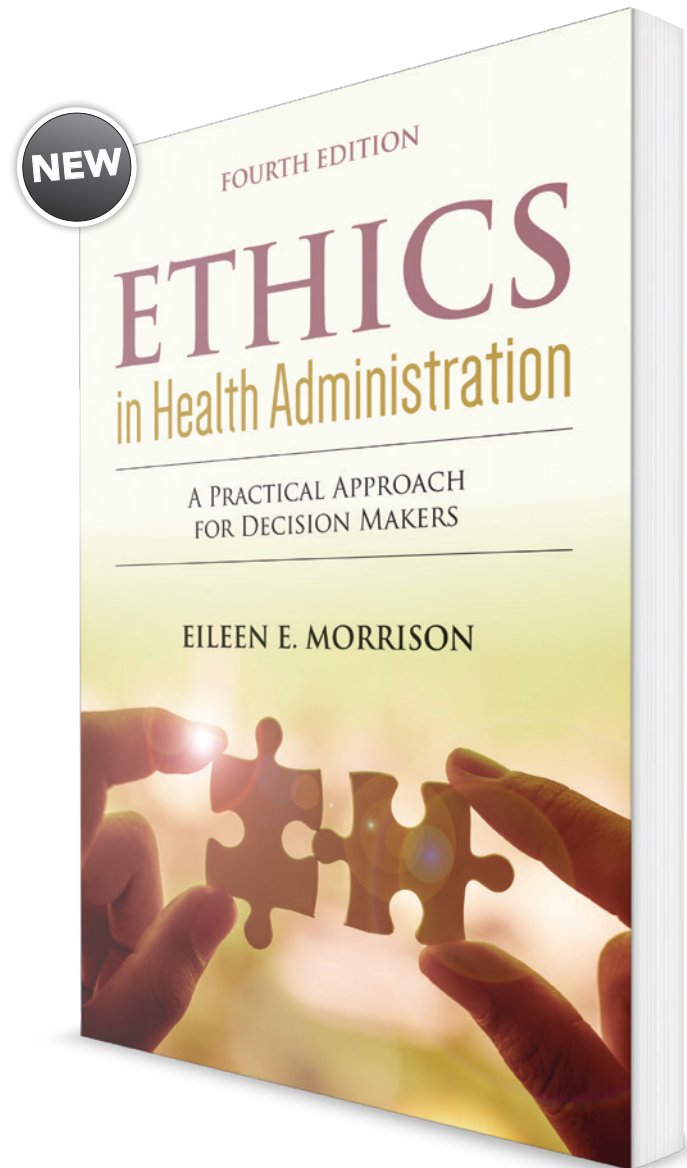
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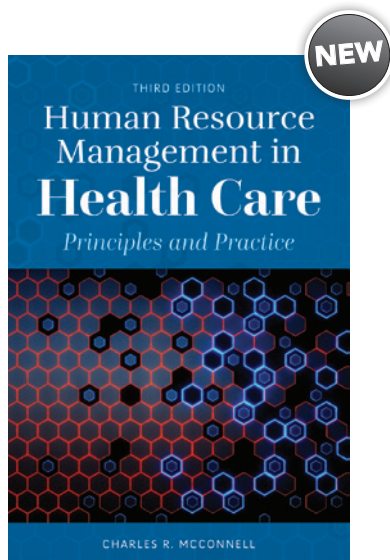
- Fictional cases based on real-world events help to emphasize chapter content and create interest for the learner.
- Each chapter includes ethics application questions, summary statements, Web sites, and additional resources to further enhance learning.
- The author's reader-friendly writing style easily engages students while challenging them to think critically.

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## Human Resource Management in Health Care

*Principles and Practice*

THIRD EDITION

**Charles R. McConnell**, MBA, CM

Written for practitioners and students in health-related disciplines, this practical hands-on guide to human resources covers such topics as recruitment, compensation and benefits, training, termination, legal issues, labor unions, and more.

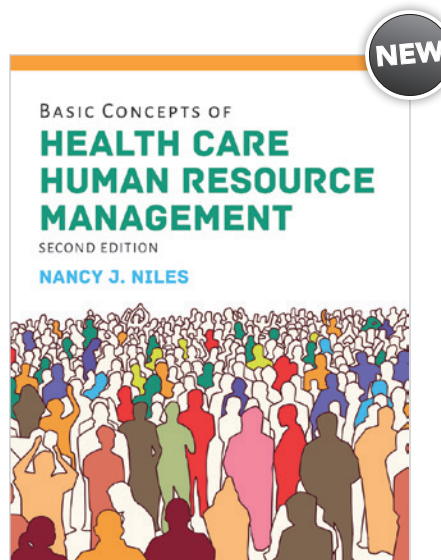
Each chapter is introduced by a case study related to the material that follows. The case study is resolved by the end of each chapter and includes expert commentary and practical suggestions that can be used in the real world. Chapters also feature learning objectives, questions for review and discussion, key terms, and spotlight on customer service. Numerous examples, sample forms, and documents are also included.

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## The Basic Concepts of Health Care Human Resource Management

SECOND EDITION

**Nancy J. Niles**, PhD, MS, MBA, MPH,  
Rollins College, Winter Park, Florida

This text offers a comprehensive overview of the role of Human Resource Management (HRM) in all aspects of healthcare management. Beginning with a survey of HRM, from its beginnings to present-day trends, the text moves on to cover state and federal healthcare laws, codes of ethics, staffing organizations, training and development, employee relations, and long-term planning.

Each section focuses on a key area of HRM, with individual chapters providing support materials and resources for personnel. Equally accessible and useful for both established human resource departments in large-scale organizations and general managers of smaller organizations with no specialized HR department, this text provides the essential tools and strategies for HRM personnel to become empowered custodians of change in any healthcare organization.

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## Navigate 2 Scenario for Health Care Human Resources

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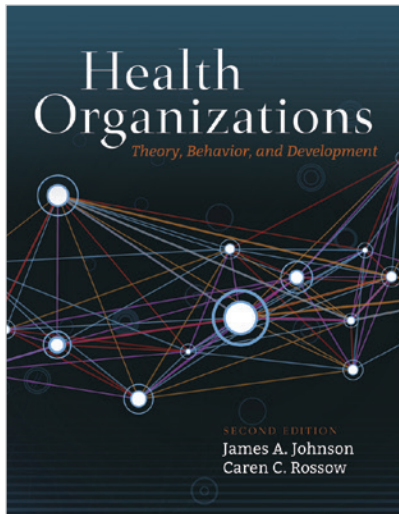
- Episode 1: Overview: More Help Needed—Now!
- Episode 2: Understanding Employee Rights
- Episode 3: The Silent Group
- Episode 4: The Repeat Offender

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## Health Organizations

*Theory, Behavior, and Development*  
SECOND EDITION

**James A. Johnson**, PhD, MPA, MS,  
Central Michigan University and St.  
George's University  
**Caren C. Rossow**, DHA, MS, RN, FACHE,  
Indiana University

Health organizations are complex human systems that have evolved over time and continue to do so in an increasingly globalized, information enriched, technology intensive era such as the 21st century. This is especially so following the Affordable Care Act legislation and regulations in the United States. The new second edition of *Health Organizations: Theory, Behavior, and Development* addresses these 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.

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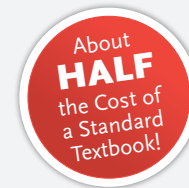
## Navigate 2 Scenario for Organizational Behavior

Jones & Bartlett Learning

Developed in conjunction with Toolwire Studios, this collection of four interactive video case studies provides students with a realistic, immersive learning experience in which the student assumes the role of a newly promoted manager at a software company. In this position, effectively handling office politics will play an important role in their success. In each episode, the student will progress through a series of different settings and character interactions that will teach them about key concepts in Organizational Behavior.

- Episode 1: Behavior Influences
- Episode 2: Group Development
- Episode 3: Teams and Team Building
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## Organizational Behavior in Health Care

THIRD EDITION

**INCLUDES NAVIGATE 2 ADVANTAGE ACCESS**

**Nancy Borkowski**, DBA, CPA, FACHE, FHFMA, School of Health Professions, University of Alabama, Birmingham

*Organizational Behavior in Health Care, Third Edition* was written to assist those who are on the frontline of the industry everyday—healthcare managers who must motivate and lead very diverse populations in a constantly changing environment. Designed for graduate-level study, this book examines the many aspects of organizational behavior, such as individuals' perceptions and attitudes, diversity, communication, motivation, leadership, power, stress, conflict management, negotiation models, group dynamics, team building, and managing organizational change. Each chapter contains learning objectives, summaries, case studies, or other types of activities, such as self-assessment exercises or evaluation.

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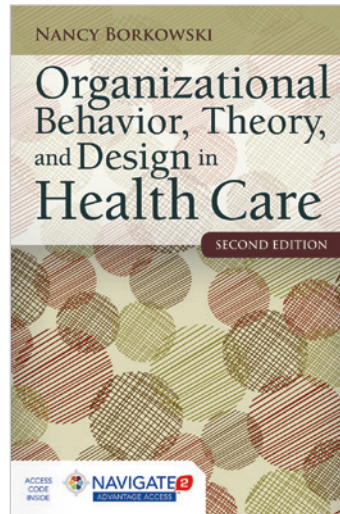
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## Organizational Behavior, Theory, and Design in Health Care

SECOND EDITION

**INCLUDES NAVIGATE 2 ADVANTAGE ACCESS**

**Nancy Borkowski**, DBA, CPA, FACHE, FHFMA, School of Health Professions, University of Alabama, Birmingham

In one comprehensive resource, this book integrates the study of organizational behavior and organizational theory within the dynamic context of the healthcare industry.

Using a unique meso-perspective, award-winning author Nancy Borkowski explores healthcare organizations from both the micro-level (individual behavior in leadership, intrapersonal and interpersonal issues, groups and teams, managing organizational change) as well as the macro-level (the organization as a whole).

Future and practicing healthcare managers alike will benefit from this reader-friendly, practical text which draws deeply from current research articles, case studies, and healthcare management journals.

### ✔ Option 1:

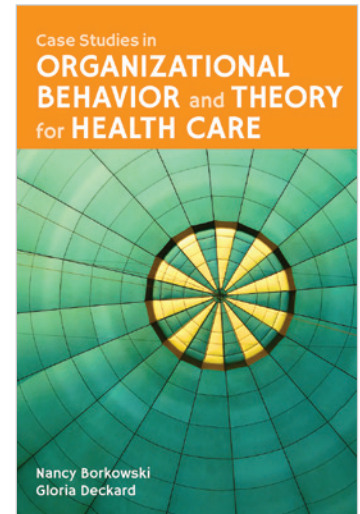
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## Case Studies in Organizational Behavior and Theory for Health Care

**Nancy Borkowski**, DBA, CPA, FACHE, FHFMA School of Health Professions, University of Alabama, Birmingham  
**Gloria Deckard**, PhD, Florida International University

This compendium of 35 case studies examines managerial and organizational behavior concepts put to practice in everyday, real-world healthcare settings. Through these cases, students will gain skills, confidence, and a clear understanding of the application of theory.

*"I would like to commend the authors on a great job! The case studies reflect typical situations that occur in health care and provide thought provoking discussion questions. In addition, as promised by the authors, the case studies can stand independent of organizational behavior and are a great compliment to other content areas."*

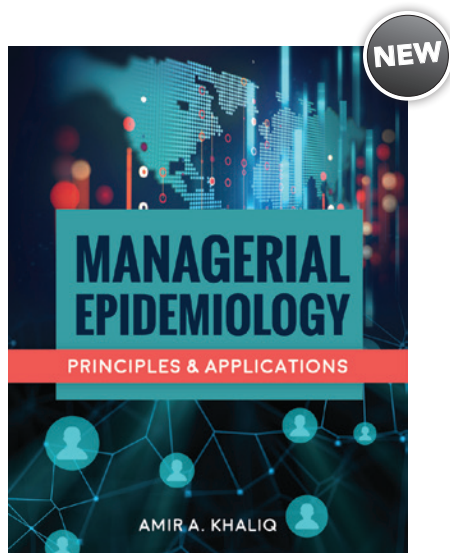
—Kathy Sommers, MBA, EdD, RN,  
Assistant Professor, Graduate Studies,  
Mount Carmel College of Nursing

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Paperback • 282 pages • © 2014

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## Managerial Epidemiology

*Principles & Applications*

**Amir Khaliq**, PhD, MBBS, MSc, MSHS,  
University of Oklahoma Health Sciences  
Center College of Public Health

*Managerial Epidemiology* provides a solid balance of baseline materials on epidemiologic methods with a focus on tools and skills required to succeed as a healthcare manager. Logically organized, this text centers in on the purpose and focus of “managerial epidemiology,” thus broadening 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 services.

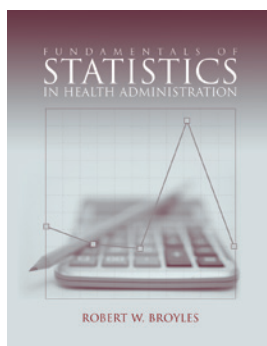
Written specifically for current and future healthcare managers and master’s students in Health Administration, this text is designed to develop hands-on, data-driven, analytic management skills. *Managerial Epidemiology* helps readers understand that epidemiologic data on incidence and prevalence in conjunction with administrative data on cost and quality are necessary to enhance access and delivery of high-quality services in a cost-effective and efficient manner.

ISBN: 978-1-284-08217-3

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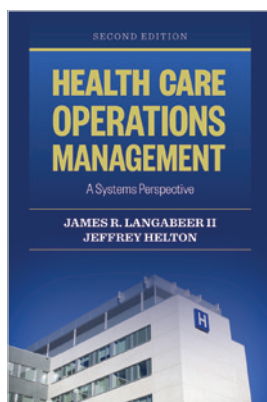
## Fundamentals of Statistics in Health Administration

**Robert W. Broyles**, PhD,  
University of Oklahoma

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## Health Care Operations Management

*A Systems Perspective*

SECOND EDITION

**James R. Langabeer II**, PhD, MBA,  
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Center, Houston

**Jeffrey Helton**, PhD, CMA, CFE, FHFMA,  
College of Professional Studies,  
Metropolitan State University of Denver

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## Health Care Supply Chain Management

*Elements, Operations, and Strategies*

**Gerald (Jerry) R. Ledlow**, PhD, MHA,  
FACHE, School of Community and  
Rural Health, University of Texas Health  
Science Center Northeast

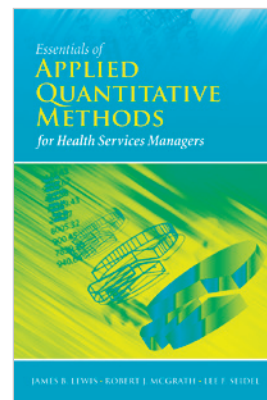
**Karl Manrodt**, PhD, Georgia College  
& State University

**David Schott**, DrPH, Jiann-Ping Hsu  
College of Public Health, Georgia  
Southern University

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## Essentials of Applied Quantitative Methods for Health Services Managers

**James B. Lewis**, ScD  
**Robert J. McGrath**, PhD

**Lee F. Seidel**, PhD  
All of University of New Hampshire

ISBN: 978-0-7637-5871-4

Paperback • 330 pages • © 2011

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# Health Care Market Strategy

*From Planning to Action*

FIFTH EDITION

**Steven G. Hillestad**, MA, BA, University of Minnesota

**Eric N. Berkowitz**, PhD, MBA, University of Massachusetts, Amherst

*Health Care Market Strategy: From Planning to Action, Fifth Edition* bridges the gap between marketing theory and implementation by showing the reader, step-by-step, how to develop and execute successful marketing strategies. By putting the concepts learned in introductory marketing courses into action using the authors' own unique model—the strategy/action match—your students learn how to determine exactly which tactics to employ in each stage of the market.

In this new edition, readers are also introduced to the latest practical applications for strategy development, the marketing planning process, the challenges of a competitive marketplace, and other critical aspects of healthcare marketing. Whether you're a student interested in learning marketing strategy or a working executive seeking additional training in management, this book will teach you what a sound strategy looks like and the importance of establishing an overall strategy before a marketing plan is created.

## KEY FEATURES

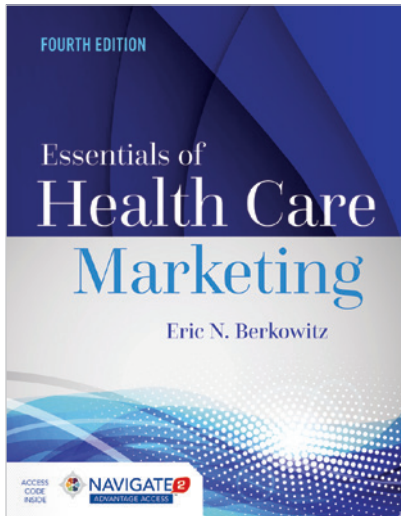
- Updated references to examples of market champions, disruptive organizations, innovative leaders, and current business models such as online retailers and online health information websites like WebMD
- New discussions of the social and business conflicts between good and bad market share and potential future disruptive technologies
- Expanded material on federal policy, Medicare and Medicaid, the ramifications of an aging population, higher healthcare costs, strained healthcare systems, and an unpredictable Congress
- Coverage of Integrated Marketing Communications, including new and enhanced discussion of digital media and how its effectiveness is measured

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## Essentials of Health Care Marketing

FOURTH EDITION

**INCLUDES NAVIGATE 2 ADVANTAGE ACCESS**

**Eric N. Berkowitz**, PhD, MBA,  
Isenberg School of Management,  
University of Massachusetts, Amherst

From acclaimed marketing professor, Eric Berkowitz, *Essentials of Health Care Marketing, Fourth Edition* offers the most current, forward-looking presentation of the essential concepts in the marketing of healthcare services.

Filled with examples from a wide array of healthcare providers, health systems, HMOs, physician-hospital organizations, and more, this classroom-tested resource covers fundamental topics such as the marketing process, market research, strategy, buyer behavior, developing customer loyalty, the product life cycle, distribution promotion, sales, management, and more.

The *Fourth Edition* takes an incisive look at the impact of health reform with the introduction of two important new concepts: population health management and patient engagement.

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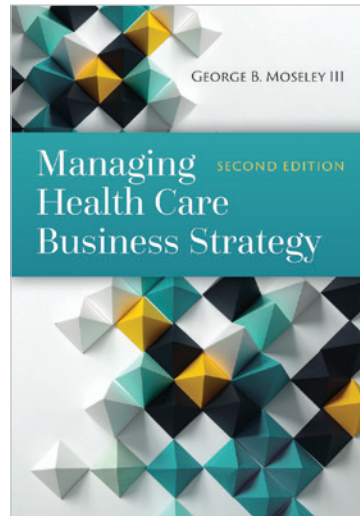
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## Managing Health Care Business Strategy

SECOND EDITION

**George B. Moseley III**, MBA, JD,  
Harvard School of Public Health

*Managing Health Care Business Strategy, Second Edition* is the definitive textbook on strategic planning and management for healthcare organizations. The book explores the basic multistep process of creating and then managing a strategic plan. It also takes a detailed look at the role played by the key business functions (finance, marketing, human resources, information technology, and law) 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).

The *Second Edition* is a thorough revision that addresses the many new priorities and perspectives on strategic planning that have emerged in the last 5 years thanks to implementation of the Affordable Care Act as well as the introduction of new delivery and payment models.

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## Navigate 2 Scenario for Health Care Marketing

**Jones & Bartlett Learning**

Developed in conjunction with Toolwire Studios, this collection of four interactive video case studies provides students with a realistic, immersive learning experience in which the student assumes the role of a health care marketing consultant to work with different areas of Bright Road Health Care System to make marketing recommendations in the areas of differentiation, positioning, customer retention, and market responsiveness.

- Episode 1: Staying Relevant
- Episode 2: Patient Engagement
- Episode 3: Recovery and Retention
- Episode 4: How Are We Doing?

ISBN: 978-1-284-32175-3

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# Health Systems Thinking: The Time is Now

By James A. Johnson, PhD, MPA, MSc

In this time of a dynamic, uncertain, complex, and ambiguous health challenges at all levels worldwide, systems thinking, as it pertains to health, is critically needed. As described in our book, *Health Systems Thinking: A Primer*, systems thinking has gained wide acceptance in management, medical, and social sciences, including the domains of healthcare and public health. Increasingly, we also see its embrace in clinical practice, public policy, and health professions education. It has been advocated by the World Health Organization, implemented at the Centers for Disease Control and Prevention, promoted by the American Medical Association, and utilized widely at the National Institutes of Health. Currently, the accrediting commissions within public health, health administration, and nursing are including systems thinking as part of the core competencies in their respective fields. Likewise, in medicine, we are seeing health systems science being added to medical school curricula.

## What Systems Thinking Does

Systems thinking challenges health leaders and clinicians to assess the interactions and interdependencies among elements in a system and seek out opportunities to generate sustainable solutions based on deeper understanding of a given system. This typically follows systematic analysis of root causes of problems and inefficiencies. Furthermore, systems thinking focuses on nonlinear assumptions about human behavior and feedback loops to determine a system's behavior over time, thus finding leverage points to create more reliable and innovative health systems that adapt to achieve desired goals. The theories, concepts, and methods of systems thinking are suited to a myriad of health settings and professions, organizational cultures, and policy challenges.

## A Worldly Perspective

In an April 16, 2018 *Time Magazine* interview with Bill Gates, founder of

Microsoft and Co-President of the Bill and Melinda Gates Foundation, Mr. Gates made the following statement about systems, "Modernity is a miracle of systems. Jonas Salk was an amazing scientist, but he isn't the only reason we're on the doorstep of eradicating polio—it's also thanks to the coordinated vaccination effort of health workers, NGOs, and governments. We miss the progress that's happening right in front of us when we look for heroes instead of systems. If you want to improve something, look for ways to build better systems."

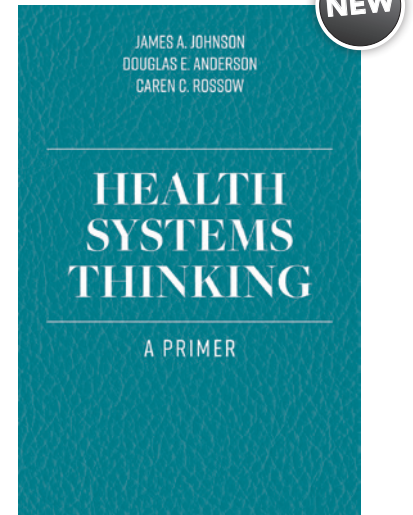
Unfortunately, academic programs do not have sufficient learning materials on this topic to give students the requisite knowledge expected of the next generation of health professionals. This *Primer* addresses the void by empowering its readers with greater understanding of this important and timely topic, while increasing appreciation for the tremendous potential and urgent necessity of systems thinking. ■



James A. Johnson, PhD, MPA, MS, is the author of *Comparative Health Systems: A Global Perspective, Second*

*Edition* (with co-authors Carleen Stoskopf, ScD, and Leiyu Shi, DrPh, MBA, MPA). He is also the author of *Health Organizations: Theory, Behavior, and Development, Second Edition*.

Dr. Johnson is a medical social scientist and health policy analyst who specializes in organizational and system development. He is a Full Professor of Health Administration at Central Michigan University where he teaches courses in comparative health systems, international health, organizational behavior, and health systems thinking. He is also a Visiting Professor at St. George's University in Grenada, West Indies.



## Health Systems Thinking A Primer

**James A. Johnson**, PhD, MPA, MS, Central Michigan University and St. George's University

**Douglas E. Anderson**, DHA, MBA, FACHE, Adjunct Professor and Healthcare Consultant

**Caren C. Rossow**, DHA, MS, RN, FACHE, Indiana University, South Bend

This concise primer focuses on systems thinking as it spans the domains of health administration, public health, and clinical practice. With the accrediting commissions within public health, health administration, and nursing currently including systems thinking as part of their core competencies, *Health Systems Thinking: A Primer* is well-suited to provide timely supplemental coverage of this important topic.

## KEY FEATURES

- Demonstrations of how systems thinking is used in an organization or practice are shown through examples, case studies, and interviews with leaders.
- Exercises help students gain experience in the use of systems thinking to analyze and solve problems.

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## McLaughlin & Kaluzny's Continuous Quality Improvement in Health Care

FIFTH EDITION

**Julie K. Johnson**, MSPH, Institute for Public Health and Medicine, Feinberg School of Medicine, Northwestern University

**William A. Sollecito**, DrPH, Gillings School of Global Public Health, University of North Carolina, Chapel Hill

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 broad focus on both the philosophy and processes of Continuous Quality Improvement, the challenges of implementation and institutionalization are addressed using examples from a variety of healthcare organizations, including primary care clinics, hospital laboratories, public health departments, and academic health centers.

### KEY FEATURES

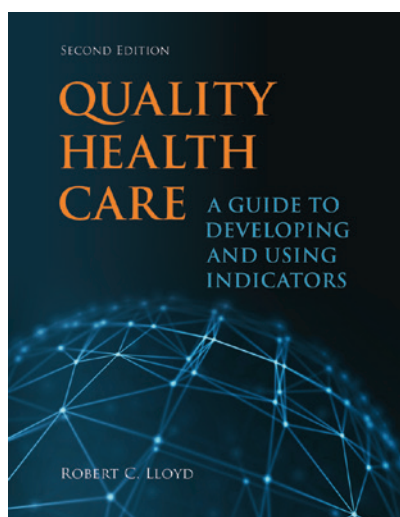
- Streamlined coverage for enhanced teachability.
- New chapters on Implementation Science, Lean Six Sigma, and Understanding Variation, Tools and Data Sources for CQI in Health Care
- Greater focus on application.

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## Quality Health Care A Guide to Developing and Using Indicators

SECOND EDITION

**Robert Lloyd**, PhD, Institute for Healthcare Improvement

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. It begins by presenting an overview of the context for quality measurement, the forces influencing the demand for quality reform, how to listen to the voice of the customer, and the characteristics of quality that customers value most.

Students will also learn how to select and define indicators to collect data and how to organize data into a dashboard that can provide feedback on progress toward quality measurement. Finally, 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.

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## Conducting Health Outcomes Research

**Robert L. Kane**, MD

**David M. Radosevich**, PhD, RN  
Both of the School of Public Health,  
University of Minnesota, Minneapolis

ISBN: 978-0-7637-8677-9

Paperback • 354 pages • © 2011

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## Implementing Continuous Quality Improvement in Health Care

A Global Casebook

**Curtis P. McLaughlin**, DBA, Gillings School of Global Public Health, UNC, Chapel Hill

**Julie K. Johnson**, MPhD, MSPH, Feinberg School of Medicine, Northwestern University

**William A. Sollecito**, DrPH, Gillings School of Global Public Health, UNC, Chapel Hill

ISBN: 978-0-7637-9536-8

Paperback • 394 pages • © 2012

+ Instructor Resources: IM



## Advanced Performance Improvement in Health Care

*Principles and Methods*

**Donald E. Lighter**, MD, MBA, FAAP,  
The Institute for Healthcare Quality  
Research and Education

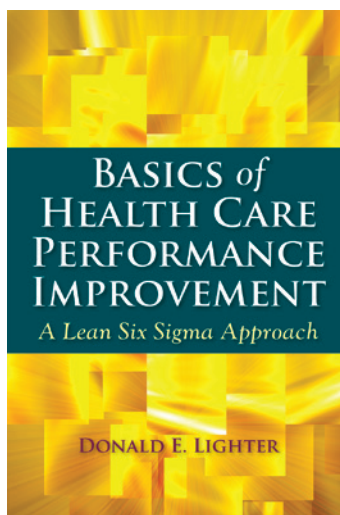
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## Integrating Quality and Strategy in Health Care Organizations

**Sarmad Sadeghi**, MD, PhD, Cleveland  
Clinic Foundation  
**Afsaneh Barzi**, MD, PhD, Norris  
Cancer Center, University of Southern  
California, Los Angeles  
**Osama Mikhail**, PhD, The University of  
Texas Health Science Center, Houston  
**M. Michael Shabot**, MD, Memorial  
Hermann Healthcare System, School of  
Biomedical Informatics, The University  
of Texas Health Science Center

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Paperback • 284 pages • © 2013  
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## Basics of Health Care Performance Improvement

*A Lean Six Sigma Approach*

**Donald E. Lighter**, MD, MBA, FAAP, The  
Institute for Healthcare Quality Research  
and Education

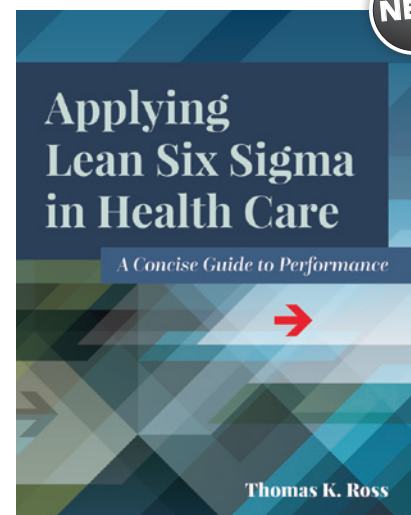
While quality improvement methods and approaches have become well accepted in American industry, they have been slower to catch on in the largest—and arguably the most important—American industry: the healthcare services.

A clear understanding of basic quality improvement methods, applications, and approaches is critical foundation for a successful career in healthcare administration.

Building on the success of his previous text, *Quality Management in Health Care: Principles and Methods*, Dr. Lighter's new book, *Basics of Health Care Performance Improvement: A Lean Six Sigma Approach*, is an ideal first course for students learning the basics of Lean Six Sigma, and its application in improving healthcare quality and patient outcomes.

Ideal for both undergraduate -and graduate-level courses, the book also serves as an excellent reference for basic quality improvement approaches for QI professionals.

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## Applying Lean Six Sigma in Health Care

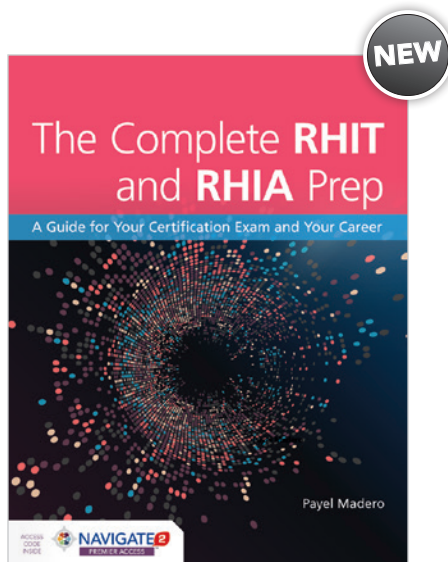
*A Concise Guide*

**Thomas Ross**, PhD, Department of  
Nutrition and Health Care Management,  
Appalachian State University

Written to address the growing demand for Lean Six Sigma expertise, this text provides a step-by-step Define-Measure-Analyze-Improve-Control (DMAIC) process, which describes how to use the tools appropriate for each phase and provide data where tools can be practiced by students.

*Applying Lean Six Sigma in Health Care* trains students on performance improvement techniques and current terminology so that they will be prepared to conduct Lean Six Sigma projects in large healthcare systems and support the physicians and nurses running these projects. With a focus on application, students learn and utilize the DMAIC process by applying it to an improvement project that is carried through the text.

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## The Complete RHIT and RHIA Prep

*A Guide for Your Certification Exam and Your Career*

**Payel Bhattacharya Madero**, MBA, RHIT, Devry University, Pomona and Cal State Fullerton Extension Campus

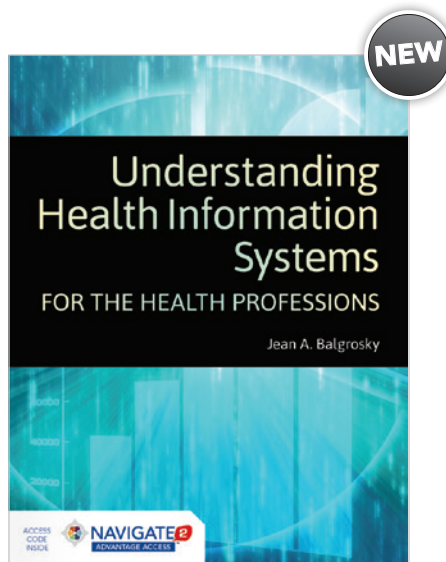
Ideal for students that have just completed a Health Information Management program, *The Complete RHIT and RHIA Prep: A Guide for Your Certification Exam and Your Career* provides a comprehensive review of the RHIT and RHIA Exam Competency Standards through RHIT Review Online Interactive Modules and an accompanying text that help students prepare for the RHIT exam.

The RHIT Review Online Interactive Modules are a set of online presentations that use voice over to review essential topics and interactive simulations encourage deeper learning. These interactive modules are followed by mock 3- and 4-hour exams, along with an additional 500+ multiple choice questions that provide opportunities for practice and review. The accompanying text offers additional multiple-choice questions along with details about the exam and review of important test taking skills.

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Paperback • 300 pages • © 2020

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## Understanding Health Information Systems for the Health Professions

**INCLUDES NAVIGATE 2 ADVANTAGE ACCESS**

**Jean Balgrosky**, PhD, MPH, RHIA, Fielding School of Public Health, UCLA

Covering the principles of planning, cost-effectiveness, waste reduction, efficiency, population health management, patient engagement, and prevention, this text is designed for those who will be responsible for managing systems and information in health systems and provider organizations.

### KEY FEATURES

- Case studies demonstrate not only on what makes for a success, but also failure, so that student learning is rooted in the reality of systems use in organizations.
- Numerous graphics, exercises and case examples enhance the text, clarifying and reinforcing concepts presented.

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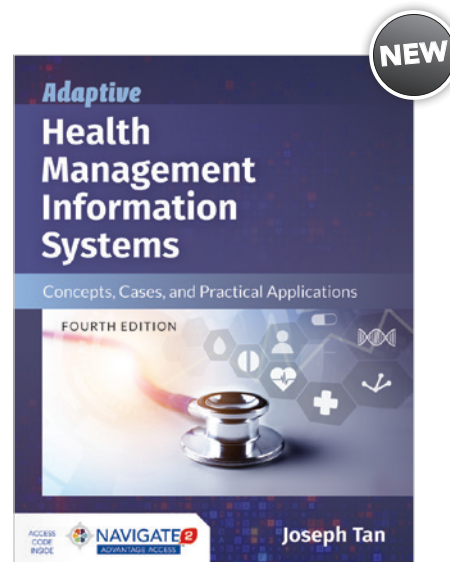
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## Adaptive Health Management Information Systems

*Concepts, Cases and Practical Applications*

FOURTH EDITION

**INCLUDES NAVIGATE 2 ADVANTAGE ACCESS**

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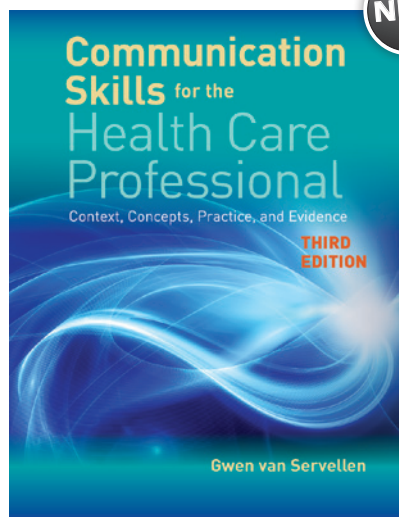
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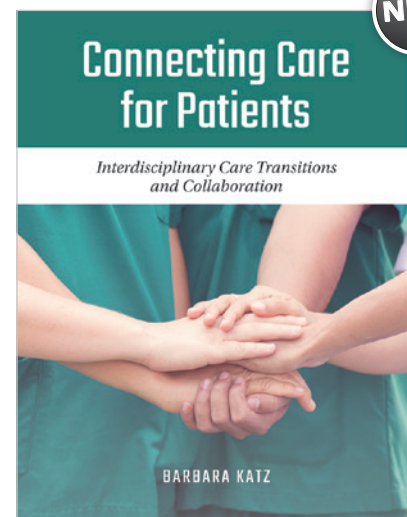
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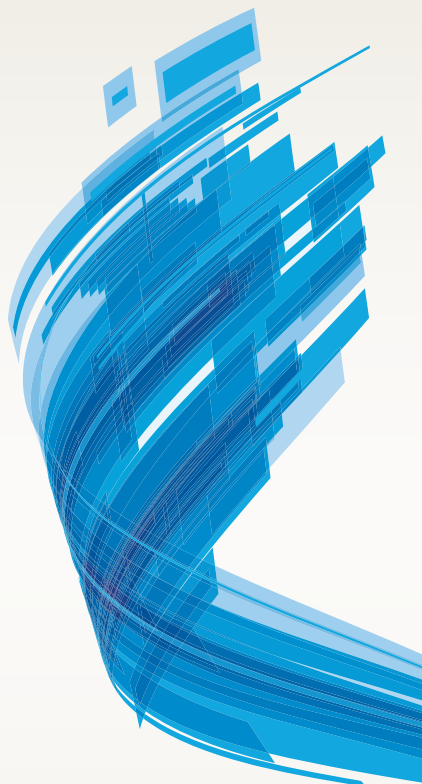
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