

BRIEF CONTENTS

Forward xv
Preface xvii
Acknowledgements xxi

PART I Foundations of Healthcare Marketing 1
Feature Case: Hospital Consolidation..... 1

Chapter 1 The Healthcare Industry and Healthcare Marketing7
Chapter 2 The Growth of Marketing Efforts in Healthcare 17
Chapter 3 Strategy and Healthcare Marketing.....30
Chapter 4 Ethics and Healthcare Marketing.....40

PART II Five Ps of Healthcare Marketing
Feature Case: Market Management
Chapter 5 Physicians.....
Chapter 6 Patients.....
Chapter 7 Payers

Chapter 8	The Public
Chapter 9	The Presence of Politics.....
PART III	Interpersonal Skills for the Healthcare Marketer
Feature Case:	Palomar Heart Hospital.....
Chapter 10	Communication
Chapter 11	Conflict Management.....
Chapter 12	Teamwork
PART IV	Strategic Actions of the Healthcare Marketer
Feature Case:	Intermountain Healthcare
Chapter 13	Budgeting Basics.....
Chapter 14	Strategic Marketing
Chapter 15	The Marketing Plan
Glossary
Index
About the Author