



Orthopedics and Spine: Strategies for Superior Service Line Performance

Marshall K. Steele MD

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Implement and manage your orthopedic destination center

Orthopedics and Spine: Strategies for Superior Service Line Performance is a must-have resource for any organization looking to enhance patient satisfaction, streamline operations, improve profitability, manage the business, measure results, and grow market share with new or existing orthopedic service lines. Readers will receive high-level guidance and case studies to help them:

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Written by orthopedic surgeon, Marshall Steele, MD, in cooperation with other service line experts, this book will help facilities maximize the orthopedic service line's success.

Orthopedics—including care for joints, spine, fractures, hand, and foot/ankle, plus sports medicine—is among today's fastest-growing and most profitable service lines. It's also one of the most competitive, making it essential for healthcare facilities to optimize services and the patient experience.

Take a look at the table of contents

Chapter 1: Insights into Orthopedics Today **Chapter 2:** Defining and Pursuing Excellence **Chapter 3:** The Challenge of Implementation **Chapter 4:** The Philosophy of Patient-Centered Care **Chapter 5:** Three Keys to Structural Success **Chapter 6:** Operating Room Best Practices **Chapter 7:** Achieving Great Physician Relations **Chapter 8:** Understanding Vendor Relationships **Chapter 9:** Secrets to Extraordinary Marketing **Chapter 10:** Service Line Subspecialties in Action

Who will benefit from this book?

Marketing director

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