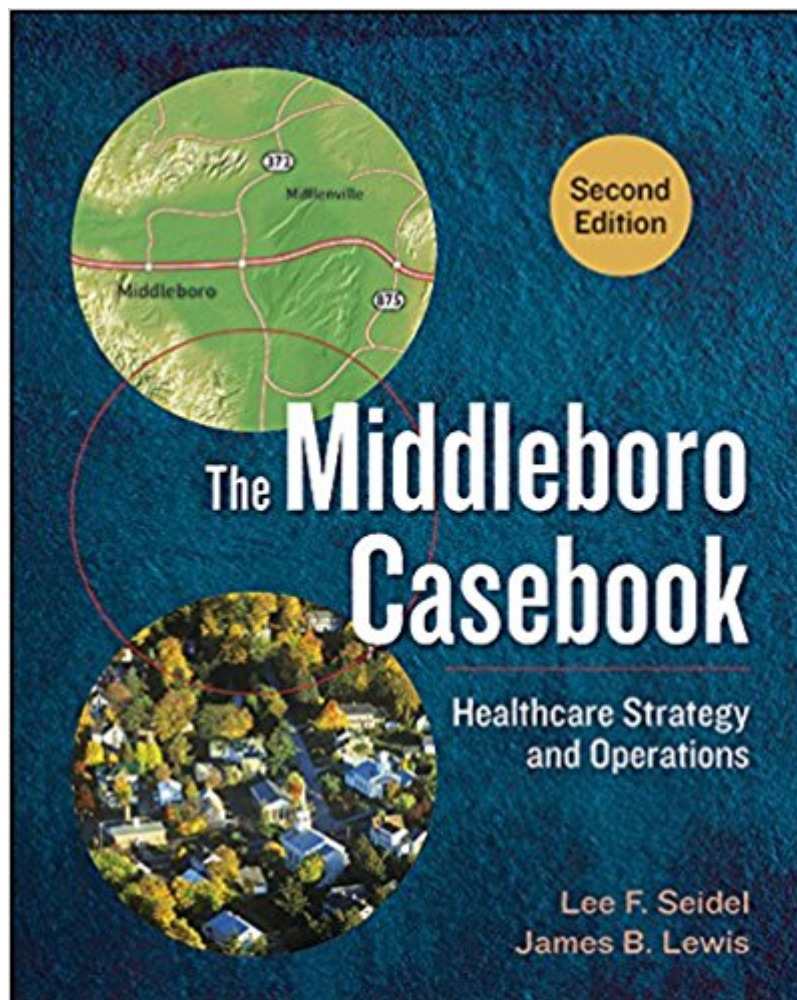




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# The Middleboro Casebook: Healthcare Strategy And Operations, Second Edition



## Synopsis

The Middleboro Casebook: Healthcare Strategy and Operations is an integrated case study focused on the fictional community of Middleboro and the seven healthcare organizations that serve it, including two hospitals, a long-term care facility, a home health agency, two physician group practices, and a local health department. A thorough examination of Middleboro and its demographic, socioeconomic, political, epidemiological, and environmental data and characteristics enables students to analyze the community in detail, focusing on those factors that drive the need for and use of healthcare services as well as framing the strategic decisions made by healthcare organizations. Included in this book are eight cases that cover issues in each of the seven healthcare organizations, such as: History Governance Organizational structure Programs and services Finance Operational challenges Covering all areas of healthcare strategy and operations, this book can be used in a capstone course at the graduate or undergraduate level or it can be used across the curriculum in graduate programs in health administration, health policy, and public policy. This practical casebook integrates authentic management and policy issues into the classroom and bridges academic study and professional practice for students. Information presented in the cases will draw from material typically presented in multiple health administration courses to help students develop and refine their knowledge of healthcare strategy.

## Book Information

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## Customer Reviews

Lee F. Seidel, PhD, is professor of health management and policy at the University of New Hampshire (UNH) and visiting professor in the executive MBA in health administration program at

the University of Colorado, Denver. At UNH he is the founding director of the UNH Center for Teaching and Learning and managed this center for 15 years. The center is a recipient of a national Theodore M. Hesburgh Award. UNH recently awarded Dr. Seidel the Jean Brierley Award, its highest honor for effective teaching. His work has been supported by numerous sources including the WK Kellogg Foundation and the Fund for Improvement of Postsecondary Education of the US Department of Education. Dr. Seidel holds an MPA and PhD in community systems planning and development with emphasis in health administration from the Pennsylvania State University. James B. Lewis, ScD, is associate professor of health management and policy at the University of New Hampshire (UNH). At UNH he has taught courses at the baccalaureate and graduate levels in health finance, health marketing, social marketing, strategic planning, strategic management, health reimbursement, managed care, and introduction to the healthcare system. He has also directed the university's undergraduate and graduate programs in health management and public health and served as being department chair for several years. Dr. Lewis holds an MBA from Northwestern University and an ScD from the Johns Hopkins School of Hygiene and Public Health.

good cases but I would prefer more reality on them

Just brought this for a class.

Great product.

As expected

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