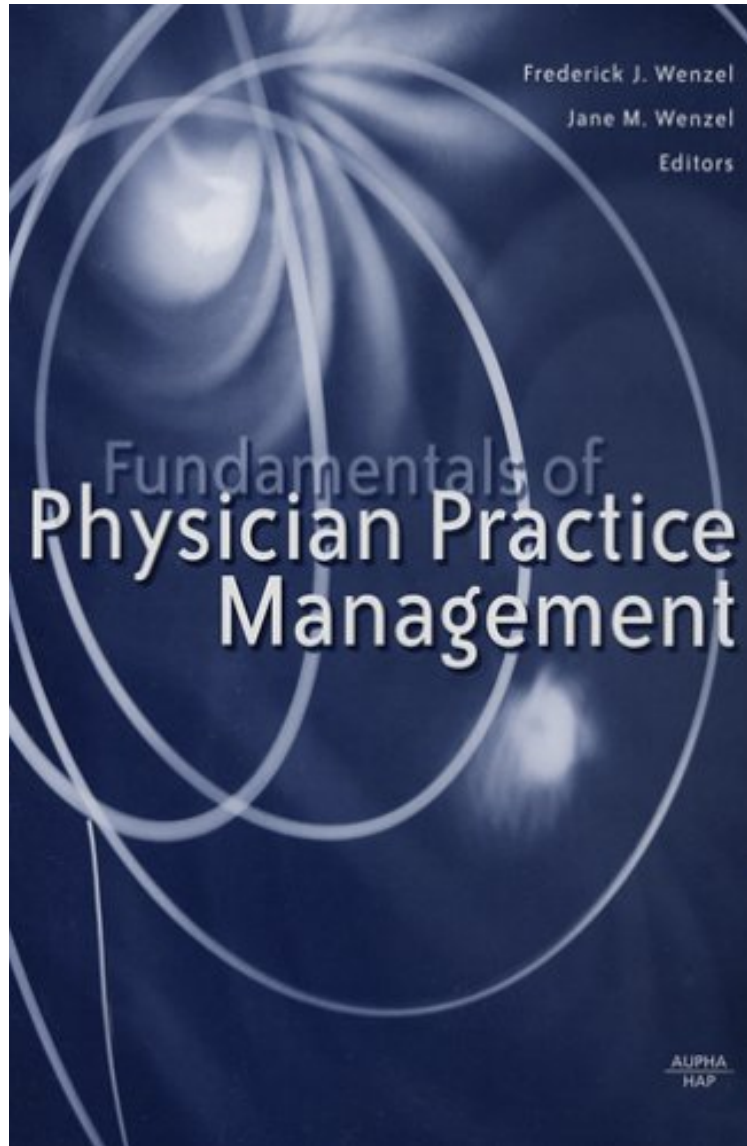


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This text is designed to meet the needs of programs that offer a group practice or ambulatory care course as well as those that incorporate physician practice management issues into the regular curriculum. Unlike other books on physician practice management, this straightforward text provides enough detail for students to understand the fundamental concepts without getting mired in the complexity of daily operational issues. This book: * Explains how physician practice management differs from management in other settings * Discusses strategic planning, financial management, information systems, and hospital relationships as applied in group practice settings * Provides sufficient background without overwhelming students with detail * Uses a straightforward approach that is appropriate for both graduate and undergraduate courses * Includes a mini case, learning objectives, and discussion questions in each chapter

About the AuthorFrederick J. Wenzel, MBA, FACMPE is professor and academic director of the MBA program in Medical Group Management at the College of Business at the University of St. Thomas. He also holds a visiting appointment with the Graduate School of Business at the University of Colorado. Jane M. Wenzel, Ph.D. has combined experience in the academic environment with her expertise in organization and design to provide services as an instructional designer in the development of virtual classrooms on the Internet. Jane works closely with faculty in the translation of syllabi and course content using the distance learning model to develop Internet-based virtual classrooms.