



Principios de gestión sanitaria (Spanish Edition)

Francisco Errasti

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La eficacia en la asistencia sanitaria no puede quedar disociada de la eficiencia en el empleo de los recursos escasos. Es una afirmación que todo el mundo comparte. Mientras el progreso técnico amplía sin cesar las posibilidades de la medicina, la economía pone un límite a su aplicación indiscriminada. El médico debe ser el verdadero protagonista de una nueva cultura de la gestión sanitaria y sus conocimientos científico-técnicos, aplicables a las enfermedades, deben complementarse con una gestión activa e inteligente para conseguir lo mejor para un mayor número de pacientes. En este contexto, la economía de la salud puede prestar un importante servicio a las empresas sanitarias, en una estrecha conexión entre la medicina y la economía. El autor de este libro ha sabido ofrecer en un lenguaje asequible para todos, el panorama de los nuevos modos en que se están afrontando los problemas sanitarios desde un punto de vista empresarial. INDICE: La organización de los servicios sanitarios. La sanidad en Europa. Economía de la salud. El hospital como empresa de servicios. Contabilidad económico-financiera. Los costes hospitalarios. El producto y el proceso productivo en el hospital. Evaluación económica de la asistencia sanitaria. La calidad en la asistencia sanitaria. Comunicación e información en el hospital. La dirección por objetivos. Gestión de los recursos humanos. El marketing hospitalario. La planificación sanitaria.

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