

KRANKENHAUS



Detlef Hans Franke

# Krankenhaus- Management im Umbruch

Konzepte – Methoden – Projekte

Kohlhammer

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# **Krankenhaus-Management Im Umbruch: Konzepte - Methoden - Projekte**

Detlef Hans Franke

Das praxisorientierte Fachbuch gibt Einblick in die Marktstrategien von Krankenhäusern und zeigt anhand zahlreicher Fallbeispiele, wie Krankenhäuser unternehmerisch handeln und sich zu Gesundheits-Dienstleistern wandeln. Es beleuchtet Chancen und Risiken von Profitcentern und schlägt den Bogen von der Optimierung des Managements zu einem zielgerichteten Marketing. Anhand einer Fülle von Projektbeispielen wird klar, dass Marktstrategien vor allem dann erfolgreich sind, wenn interdisziplinär zusammengearbeitet wird und Kommunikation die Change-Prozesse begleitet.

## **Krankenhaus Management Im Umbruch Konzepte Methoden Krankenhaus-Management Im Umbruch: Konzepte - Methoden - Projekte Projekte**

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