

Essentials Of Health Policy And Law

Essentials of the U.S. Health Care System, Fifth Edition is a clear and concise distillation of the major topics covered in the best-selling Delivering Health Care in America by the same authors. Designed for undergraduate and graduate students in programs across the health disciplines, Essentials of the U.S. Health Care System is a reader-friendly, well organized resource that covers the major characteristics, foundations, and future of the U.S. health care system. The text clarifies the complexities of health care organization and finance and presents a solid overview of how the various components fit together.

Public Health Affects Us All. As Such, There Will Always Be A Need For Professionals To Monitor The Health Of The Public And Create Programs To Enhance Our Health. Well-Trained Public Health Leaders Are Critical To Make The Entire Process Work. This Text Reflects The Complexities Of Leadership In Public Health As Well As The Overall Needs Of Effective Leadership In A Constantly Changing Social Environment. In Addition, The Book Examines The Impact Of Health Reform, With An Expanding Definition Of Public Health And Understanding Of How Our Leaders Will Be Affected

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By These New Changes. Part I Explores The Theories And Principles Of Leadership, Leadership Styles And Practices, The Public Health System, And The Five Levels Of Public Health Leadership. Part II Presents The Core Functions Model And Its Application To Public Health Leadership. In Part III, The Author Examines The Leadership Tools Needed For The 21St-Century. Part IV Presents Information On The Personal Evaluation Of Leadership And The Evaluation Of Leadership Programs. Part V Looks To The Future And Presents Some Emerging Public Health Trends. Throughout The Book, Case Studies Written By Public Health Leaders Are Presented. Students Also Benefit From Leadership Exercises And Discussion Questions In Each Chapter.

This bundle includes Essentials of Health Policy and Law, Fourth Edition, with Navigate 2 Advantage Access and the Navigate 2 Scenario for Health Policy. Essentials of Health Policy and Law, Fourth Edition provides students of public health, medicine, nursing, public policy, and health administration with an introduction to a broad range of seminal issues in U.S. health policy and law, analytic frameworks for studying these complex issues, and an understanding of the ways in which health policies and laws are formulated, implemented, and applied. Concise and straightforward, this text is particularly known for its focus on national health reform under the Affordable Care Act (ACA). Through immersive

technology and instructional design, the Navigate 2 Scenario for Health Policy creates an environment in which the student assumes various roles within the Health Care legislation process to develop and implement health care policy. In each episode, the student will progress through a series of different settings and character interactions that will teach them about key concepts in Health Policy. The student will analyze information, make decisions, and see the impact of their participation in real time. Written with undergraduate students in mind, this concise eBook combines the scope and context of public health while also addressing key management topics, processes, and emerging issues. Organized in four parts, the text covers: 1) Public Health Organizations; 2) Public Health Management Fundamentals; 3) Public Health Management Functions; and 4) Current and Emerging Issues in Public Health Management. Each of these contain key chapters that address foundations, practical applications, and new directions in the respective domains. The goal is to enhance the student's knowledge, skills and abilities in ways that help them become more effective in their careers in public health. This text has been written specifically for undergraduate public health, community health, and health professions courses, but will also be useful for beginning managers and supervisors working in public health. .

This innovative book analyzes current U.S. health policy and proposes various alternatives for developing future health policy. Unlike other texts on the subject, it does not attempt to push a single solution set. Rather, it takes the perspectives of a variety of disciplines including economics, political science, management, communications, and public health. The authors also draw on the experiences of health policies in other countries including Canada and Europe. Organized into three sections, Health Policy addresses the context of U.S. health policy, the policy analysis process, and professional response. The first section explores the current issues with the system and its history and then reviews the alternatives for future policy that have strong support. The second section identifies the issues and reviews the political processes that influence planning in various healthcare settings. It presents the accepted methods of economic and financial analysis and addresses the ethical and other value considerations that must enter into the health policy process. The final section deals with the roles, skills, and leadership that health professionals can bring to the policy making process in their local and national communities.

Essentials of Health Justice is a short stand-alone text or supplemental primer for a wide range of undergraduate and graduate public health, health policy, medical, nursing, health administration, and

other health profession courses that focus on or include content on the social determinants of health, underserved populations, health equity, and the relationship between social justice and health. Essentials of Health Justice will serve to enhance discussion of the many legal, structural and policy issues underlying health disparities; the various public health and health care interventions geared toward improving access and better outcomes for vulnerable populations; and the ways in which the nation can better achieve health equity and justice. The Essentials of Teaching Health Education, Second Edition, presents a skills-based approach to teaching K-12 health education that prepares students for success in the 21st century. This practical text is written by seasoned and highly credentialed authors with experience in both university and K-12 settings. It provides educators all they need to build, teach, and assess a health education program that will help their students become health literate, develop self-efficacy, and gain the 21st-century skills they need to maintain or improve health and well-being. What Sets This Book Apart This text meets the unique needs of schools, teachers, and students. It emphasizes an individualized approach to enhancing student learning and developing skills based on current research and national health education standards. This new edition of The Essentials of Teaching

Health Education features the following: Two new chapters: one on the role of health education in the 21st century and the other on equity and social justice in health education An updated definition of skills-based health education A revised skill-development model that puts learning theory into practice as well as updated research connecting this approach to health behavior theory and learning theory A new student resource accessed through HKPropel Practical strategies for curriculum design and program development with a skills-based approach—one that makes it easy to put the content into action and make a meaningful impact on students Real-world examples to help readers understand and apply the content, along with summaries, key points, and review questions that aid in retaining the information Vocabulary words and definitions to help students keep up with the ever-changing terminology in health education Ancillaries for adopting instructors are available online. Book Organization The book is arranged into four parts. Part I delves into the skills-based approach to health education, explaining the role of health education, discussing equity and justice in health education, describing the importance of the approach, and demystifying student motivation. Part II focuses on how to teach skills that are based on the National Health Education Standards: accessing valid and reliable information, products, and services;

analyzing influences; interpersonal communication; decision making and goal setting; self-management; and advocacy. Part III explores how to use data to inform curriculum planning, outlines the eight steps for curriculum development, and shows teachers how to design meaningful assessments. In part IV, readers learn how to create a positive learning environment, implement a skills-based approach, and meet the unique needs of elementary health education. The final chapter examines professional development beyond the classroom. A Framework for Successful Acquisition of Skills The Essentials of Teaching Health Education, Second Edition, offers evidence-informed strategies as it guides teachers through the critical process of supplying students with the tools they need for success in school and in life. The authors use the Partnership for 21st Century Skills framework to set the foundation for teaching the skills students need. The text is comprehensive and flexible to meet all students' needs. With all the ancillaries and tools it provides, educators are set to deliver a complete, well-rounded curriculum that will prepare future teachers for success. Note: A code for accessing HKPropel is not included with this ebook but may be purchased separately.

This compilation of carefully selected readings is meant to allow for deeper analysis of the issues covered in Essentials of Health Policy and Law, yet

also serves as an excellent complement to any text on health policy.

Essentials of Health Policy and Law helps readers understand the broad context of health policy and law, the essential policy and legal issues impacting and flowing out of the health care and public health systems, and the way health policies and laws are formulated. Important Notice: The digital edition of this book is missing some of the images or content found in the physical edition.

Legal and Ethical Essentials of Health Care Administration, Second Edition is the ideal text for courses that combine a study of both the legal and ethical aspects of healthcare administration. Derived from George Pozgar's best-selling textbook, Legal Aspects of Health Care Administration, Thirteenth Edition, this more concise text provides the reader with the necessary knowledge to become conversant with both legal and ethical issues pertinent to the healthcare profession. Using reader-friendly language, the book presents actual court cases, state and federal statutes, and common-law principles to help the student understand the practical application of the concepts learned. The author includes a broad discussion of the legal system, including the sources of law and government organization as well as basic reviews of tort law, criminal issues, contracts, civil procedure and trial practice, and a wide range of real-life legal and ethical dilemmas.

As health care and public health continue to evolve, the field of Health Information Systems (HIS) has revealed an overwhelming universe of new, emerging, competing, and conflicting technologies and services. Even seasoned HIS professionals, as well as those new to the field, are often confounded by these myriad systems. Essentials of Health Information Systems and Technology unravels the mysteries

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of HIS by breaking these technologies down to their component parts, while articulating intricate concepts clearly and carefully in simple, reader-friendly language. The book provides a thorough yet unimposing introduction to this complex and fascinating field. This book will provide undergraduate and early graduate students with a solid understanding not only of what is needed for a successful healthcare career in HIS, but also of the vast frontier that lies before us as we develop new tools to support improved methods of care, analytics, policy, research, and public health. Contents Include: • HIS overview • Systems and management • Biomedical informatics • Data and analytics • Research, policy, and public health • Future directions of HIS

Essentials of Health Policy and Law provides students of public health with a firm foundation of the basics of American health policy and law. Given the prominent role played by policy and law in the health of all Americans, the aim of this book is to help readers understand the broad context of health policy and law, the essential policy and legal issues impacting and flowing out of the health care and public health systems, and the way health policies and laws are formulated. Important Notice: The digital edition of this book is missing some of the images or content found in the physical edition.

Essentials of Applied Quantitative Methods for Health Services Management shows students how to use statistics in all aspects of health care administration. Offering careful, step-by-step instructions for calculations using Microsoft Excel, this hands-on resource begins with basic foundational competencies in statistics, and then walks the reader through forecasting, designing and analyzing systems, and project analysis. The text stresses the application of concepts, models, and techniques and provides problems involving all of the methods. It is intended to build a student management

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and planning tools repertoire. Ideal for junior and seniors in baccalaureate level health administration programs as well as first year graduate students in non-MBA health administration programs, this book requires limited previous knowledge of statistics; its mathematical dimension is equal to basic high school algebra.

The latest edition of this widely adopted text updates the description and discussion of key sectors of America's health care system in light of the Affordable Care Act.

Managing a modern public health system requires skills drawn from diverse fields including business, education, and government. *Essentials of Management and Leadership in Public Health* offers public health students broad exposure to the interdisciplinary skills and knowledge needed to effectively manage and lead public health organizations today. This book covers the full spectrum of essential competencies required to manage public health organizations, from communication and cultural proficiency to leadership, relationship building, ethics, and program planning.

Given the prominent role played by policy and law in the health of all Americans, the aim of this book is to help readers understand the broad context of health policy and law. The essential policy and legal issues impacting and flowing out of the health care and public health systems, and the way health policies and laws are formulated. Think of this textbook as an extended manual. introductory, concise, and straightforward. to the seminal issues in U.S. health policy and law, and thus as a jumping off point for discussion, reflection, research, and analysis.

Used across the public health field, this is the leading text in the area, focusing on the context, participants and processes of making health policy.

Now in use at over 300 colleges and universities, *Essentials*

of Global Health is the first comprehensive text designed for introductory, undergraduate global health courses at two and four year colleges, as well those enrolled in online learning and others new to the field. Essentials of Global Health is a clear, concise, and user-friendly introduction to the most critical issues in global health. It illustrates key themes with an extensive set of case studies, examples, and the latest evidence. While the book offers a global perspective, particular attention is given to the health-development link, to developing countries, and to the health needs of poor and disadvantaged people. Essentials of Global Health builds on the success of an introductory global health course taught by the author at the George Washington School of Public Health and Health Services. Essentials of Global Health is ideal suited for the the Association of American Colleges and Universities recommended course: Global Health 101.

Richard Skolnik is the winner of numerous honors for teaching, has taught global health for 8 years, and has more than 30 years of experience as a global health practitioner in multilateral, university, and NGO settings. He has been actively involved in dealing with critical issues in global health at country level and at the highest levels of international health policy making. Learn more about the author. "Richard Skolnik's Essentials of Global Health is so comprehensive that it will be key reading in international health. In accessible language, he explains why good health is crucial to economic development, what indicators help track changes in global health, and requirements for good health systems.

Approaches to solving world health problems must be under pinned by good ethics and human rights guidelines, he says, and local practices and cultures must not be ignored. Skolnik looks in detail at children's and women's health, and at the different challenges of tackling communicative and non-communicative disease in developing countries. He also

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maps out the key players in global health and looks ahead to future challenges.” —The Lancet, October 2007 The book is organized in four parts: - Principles, Measurements, and the Health-Development Link: The principles of Global Health; Health Determinants, Measurements, and Trends; and Health, Education, Poverty, and the Economy. - Cross-Cutting Global Health Themes: Human Rights, Ethics, and Global Health; An Introduction to Health Systems; and Culture and Health. - The Burden of Disease: The Environment and Health; Nutrition and Health; Women’s Health; Child Health; Infectious Diseases; Non-Communicable Diseases; and Unintentional Injuries. - Working Together to Improve Global Health: Conflicts, Natural Disasters, and Other Emergencies; Cooperating to Improve Global Health; and, Science Technology, and the Public’s Health.” Instructor Resources - Detailed Syllabus, updated each semester - Test

This timely revision addresses all the important topics in the effective management of public health departments and agencies. Using a practical, non-theoretical approach, the book is ideal for the hands on management of these complex organizations and their daily operations. The Second Edition has been thoroughly revised with all new case studies for each chapter as well as the most up-to-date information on critical, contemporary topics in management, human resources, operations, and more, all within the context of the public health department. Important Notice: The digital edition of this book is missing some of the images or content found in the physical edition.

The field of communications is increasingly recognized as a powerful tool in addressing the world’s most imperative public health challenges. Effective communication in health campaigns can inform, empower, or persuade individuals to adopt healthier lifestyles as well as foster public debate and

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policy change. Featuring a full chapter on informatics, this book is devoted to the competencies in health communication and informatics recommended by the Association of Schools of Public Health. Important Notice: The digital edition of this book is missing some of the images or content found in the physical edition.

Given the prominent role played by policy and law in the health of all Americans, the aim of this book is to help readers understand the broad context of health policy and law, the essential policy and legal issues impacting and flowing out of the health care and public health systems, and the way health policies and laws are formulated. Think of this textbook as an extended manual introductory, concise, and straightforward to the seminal issues in U.S. health policy and law, and thus as a jumping off point for discussion, reflection, research, and analysis.

A complete overview of the subject setting out the what, why, when, who, where and how of health promotion containing 20 bite-sized chapters that answer all the common questions. Essentials of Health Care Compliance provides you with the knowledge and skills necessary to understand how a formal compliance program is implemented at a health care facility. Managing several staff members and keeping a health care practice compliant with federal, state, and local statutes and regulations is a challenging job. Real-world examples and the author's hands-on approach will help you visualize yourself on-the-job, using the knowledge you have gained from this book to meet these challenges. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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As one of the foundational texts in the Essential Public Health series, Essentials of Public Health, Fourth Edition -- formerly authored by Turnock -- is an excellent introduction to the field

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of public health, covering public health practice, government public health, and careers in public health. After defining Public Health and looking at the current U.S. public health system and practice, the book looks at population health measurement, policy development, and collaboration between the public health and the health system. Final chapters explore career opportunities in public health administration, epidemiology, public health nursing, and health education as well as emerging ones such as health information technologists, emergency managers, and more. Helpful learning tools such as chapter exercises and discussion questions, making it an ideal text to prepare your students for the profession of public health.

Medical care is an industry and private providers and hospitals are the major service providers. They operate on business principles. Hospitals are getting highly specialized and complex. The diagnostics and therapeutics are technology intensive. Private establishments have to compete with one another to remain in business. They strive to induct the best talent and latest technical know-how, resulting in ever-increasing costs to patients. Patients, who pay high charges, demand quality as a matter of right. To meet the challenge, hospitals are constrained to bring in professionalism in their systems and services. They appoint qualified professional managers to manage their clinics and hospitals with a view to sparing health professionals to focus on clinical care. Whether right or wrong, 'management' is often associated with authority and power. As a result, the medical professionals are reduced to secondary level in some organizations. To retain commanding positions in medical organizations, it has become necessary for the healthcare professionals to learn 'management', at least its basics. On the other hand, non-medical managers while managing healthcare services do not get the required cooperation from

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the medical professionals, as the latter are often secretive and not willing to share medical knowledge. If medical knowledge is demystified, non-medical managers can perform many functions in healthcare organizations proficiently. Both medical and non-medical managers can complement each other in providing quality healthcare services. The book aims to orient clinicians (including physicians and nurses) and other healthcare professionals on the essentials of business management and to familiarize them with management terms and jargon. They can learn to be effective managers besides being health professionals. Similarly, non-medical managers can get familiarized to nuances of clinical care and special managerial requirements of healthcare facilities. They all will be able to relate processes in healthcare settings with the concepts of business management. They can develop expertise on patient relationship management

Essentials of Biostatistics in Public Health, Second Edition provides a fundamental and engaging background for students learning to apply and appropriately interpret biostatistics applications in the field of public health. Many examples are drawn directly from the author's remarkable clinical experiences with the renowned Framingham Heart Study, making this text practical, interesting, and accessible for those with little mathematical background. The examples are real, relevant, and manageable in size so that students can easily focus on applications rather than become overwhelmed by computations."

Awarded by Book Authority one of the best Public Health books of all time, Essentials of Health Policy and Law, Fourth Edition explores the essential policy and legal issues impacting and flowing out of the healthcare and public health systems and the way health policies and laws are formulated. Concise and straightforward, this textbook is an introduction

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to the seminal issues in U.S. health policy and law, with a particular focus on national health reform under the Affordable Care Act (ACA).

Named a 2013 Doody's Core Title! 2011 AJN Book of the Year Winner in Nursing Research! "This is a much needed addition to nursing's arsenal of policy books. It is the first to really examine the need for scientific evidence to underpin policy. The two editors are pioneers in research and have led nursing research to new levels. It is fitting they do the same in underscoring the important role nurses have in using their programs of research to develop policy agendas." Score: 94, 4 stars --Doody's A must-read for health care policy makers, as well as nursing students, faculty, and professionals, this groundbreaking text provides actual strategies for translating nursing research to health policy at all levels of policy-making. The editors, both leaders in nursing research, provide key findings from research programs that have positively influenced health policy decisions and programs at community, state, national, and international levels. The first compilation of information linking health policy and nursing research, this text presents perspectives and frameworks for understanding the processes bridging research and health policy; multiple factors influencing the processes; and actual examples of National Institute of Nursing Research (NINR)-funded research that has influenced health policy programs. Key Features: Examples of NINR-funded research that has been used at all levels to influence health policy, including settings, populations, and age spectrums Models and strategies for linking research and health policy Lessons learned from pioneer nurse scientists who have shaped health policy with nursing research Recommendations for improving nurses' work environments for better patient outcomes

Filled with cases and examples from across the spectrum of

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Public Health specialties, *Essentials of Planning and Evaluation for Public Health* provides a basic understanding of the importance of and the key approaches used to conduct and evaluate effective public health programs. Organized in a step-by-step process, the chapters provide an accessible and engaging overview of topics needed to review published literature, collect primary data, analyze data using basic statistics, and present results in written or verbal formats for their intended audiences. Examples and case studies are woven throughout, from a broad array of public health applications such as global health, environmental health, community health, and social science. Key Features: Offers a clear, easy-to-read foundational overview of the process of Public Health program evaluation Includes an easy explication of basic statistics using Microsoft Excel Uses many examples and cases specific to the field of Public Health Authored by an award-winning Professor in undergraduate public health studies Instructor Resources: Instructor's Manual, PowerPoint slides, TestBank"

Public Health Policy: Issues, Theories, and Advocacy offers students an engaging and innovative introduction to public health policy: its purpose, how it is originated, and how it is implemented. The book describes the underlying theories and frameworks as well as practical analytical tools needed for effective advocacy and communication. Drawing on the multidisciplinary nature of public health, the book uses concepts and examples from epidemiology, law, economics, political science, and ethics to examine the policymaking process, explain positions pro or con, and develop materials for various audiences to further a public health policy intervention. In addition, *Public Health Policy* shows how policymaking is a complex and integrated top-down and bottom-up process that embraces a myriad of public and private stakeholders. Written by a highly experienced health

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policy researcher and teacher, the book is rich in resources that will enhance teaching and learning. Each chapter begins with an overview of the chapter, including core terms and concepts, and includes illustrative examples of how the highlighted component (law, ethics, economics, politics, epidemiology, and medicine) intersects with public health. Discussion questions at the end of every chapter, along with an interview from an expert from each of the component fields, give real-world perspectives on how that particular subject relates to the overall topic. The book also contains 13 case studies that illustrate the framework discussed in the first part of the book, and show how the different components link to create, sustain, evaluate, or obstruct the development of public health policy. Also included are primers on two essential policy tools: how to write research policy briefs, and how to craft effective letters to an editor, including examples of both drawn from the author's publications in journals and newspapers.

Essentials of Health Economics, Second Edition examines the public health care system through the lens of economic theory. Through the use of numerous examples and profiles related to the field, students will learn the importance of health economics and its relevance to more general analysis of health policy issues. This text is ideal for courses in programs of public health, health administration, and allied health professions as it conveys the essence of the economic issues at hand while avoiding complicated methodological issues that would interest only students of economics. Written with the non-specialist in mind, the book focuses on how to do descriptive, explanatory and evaluative economics in a systematic way. The Second Edition features:

- * Highly accessible content
- * Ideal for students with a modest quantitative background
- * Real world examples throughout, giving the student hands-on experience in actual policy-

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related issues as economic concepts are introduced. * Comprehensive coverage of the specifics of the health care markets, the evaluation of health care services delivered, and health care reform * Updated statistics and references throughout * New chapters on Noncompetitive Market Models and Market Failures; International Health System Issues and Reform; and National and State Health Care Reforms
Instructor Resources: Instructor's Manual, PowerPoint Lecture Slides, Test Bank

Part of the Essential Public Health Series, *Essentials of Public Health Research Methods* is specifically written for undergraduate students studying public health who want to fully understand the range of research methods as applied to public health. Using the circular model of public health research as an overarching framework, *Essentials of Public Health Research Methods* provides a clear, time-tested methodology that leads students step-by-step through the research process -- from framing the questions, identifying the study design and choosing methodology to collecting and analyzing data, and disseminating research findings. By following this process, students learn about various facets of public health, while also learning how to select and apply various research methodologies.

A comprehensive resource for the academic and professional learner, this book presents both theoretical and practical applications throughout. The authors' dynamic and unique approach to health information management targets students who respond to hands-on and visual learning. The book has been written for the first-semester learner; however it can be a useful resource for various health care organizations and medical offices.

As threats of infectious disease grow and the nation confronts chronic health problems such as diabetes and obesity, health professionals, citizens, and community stakeholders must

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address increasingly complex ethical conflicts about public health policies and practices. *Essentials of Public Health Ethics* introduces students to the field of public health ethics, by focusing on cases. Topics span the discipline of public health and integrate materials, concepts, and frameworks from numerous fields in public health, such as health promotion, environmental health and health policy. By delving into both historical and contemporary cases, including international cases, the authors investigate the evolution and impact of various understandings of the concept of the public over time, i.e., the public not only as a numerical population that can be defined and measured, but also as a political group with legally defined obligations and relationships, as well as diverse cultural and moral understandings. While the text examines a range of philosophical theories and contemporary perspectives, it is written in a way that presupposes no previous exposure to the philosophical concepts but at the same time provides challenging cases for students who do have more advanced knowledge. Thus the book should be useful in Schools and Programs in Public Health as well as for undergraduate public health courses in liberal arts institutions and for health sciences students at the advanced undergraduate and graduate levels."

Donaldson's *Essential Public Health* has been in continuous print for 35 years, evolving through successive editions. This unrivalled record of success for a textbook of public health shows the enduring appeal of its content, style, and accessibility to generations of students and practitioners. For many of today's national and global public health leaders, the book was their guide as they began their careers, their benchmark as they passed their examinations and professional accreditation, and remains their companion as a source of reference and refreshed knowledge for teaching and practice. The book brings together, in one volume, the

main health problems experienced by populations and by the key groups within them, the strategies for promoting health and preventing disease, the principles and applications of epidemiology, the main themes of health policy, and a description of health service provision. This fourth edition marks the biggest change to the book in 20 years. For the first time it sets each key subject area in a global health context, whilst retaining its traditional strength in covering population health for the United Kingdom. New and revised chapters for this edition include: Health in a changing world Communicable diseases Non-communicable diseases Social determinants of health Quality and safety of healthcare Mental health Disability Health in later life Environment and health History of public health The content is wide-ranging and written in an accessible and engaging style. It covers topics as diverse as: the story of the 2014 Ebola virus outbreak in West Africa; the elements of tobacco control policy; the health impact of climate change; the global health organisational architecture; the concept of health; the new paradigm of public mental health; the biological pathways that link to the health effects of social deprivation; the ideal of universal health coverage; the essentials of immunisation; the basis of healthy ageing; the historical events that led to the germ theory of disease and the Victorian sanitary revolution. This new edition is essential reading for all undergraduate and postgraduate students of public health, medicine, nursing, health policy, social science, and public sector management. Those embarking on a career in public health will find it of great value throughout their professional life. The book is also an extremely useful resource for established practitioners in primary care, doctors, senior nurses, health system managers, healthcare policy makers, civil servants in ministries of health, and members of boards of health organisations.

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Essentials of Health Care Marketing, Fourth Edition will provide your students with a foundational knowledge of the principles of marketing and their particular application in health care. Moreover, the text offers a perspective on how these principles must shift in response to the changing environmental forces that are unique to this market.

Health Sciences & Professions

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