



Gestión diaria del hospital (Spanish Edition)

MIGUEL ANGEL ASENJO

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- Se trata de la 3.^a edición de esta obra útil para los estudiantes de Ciencias de la Salud, Económicas, Derecho y de otras disciplinas relacionadas con la gestión sanitaria, los posgraduados que vayan a gestionar servicios de salud, particularmente los médicos y enfermeros así como los profesionales de gestión: propietarios de servicios sanitarios, políticos de servicios de salud, gestores, profesionales y suministradores sanitarios, evaluadores y expertos en calidad y cualquier persona relacionada o interesada por la gestión de los servicios de salud.
- Se ha respetado la secuencia de capítulos guiando al lector desde lo general hasta lo concreto, y así ordenadamente, desde el derecho y la salud, las responsabilidades de los profesionales, los sistemas hospitalarios eficientes y la gestión hospitalaria, se expone el *marketing*, la gestión clínica, la de recursos humanos, la organización médica y de enfermería, los servicios centrales y generales, la información, la ética, la contabilidad, la calidad, la logística, las urgencias, la asistencia psiquiátrica, la acreditación, la arquitectura y la farmacia, siempre en un hospital orientado al paciente.
- En esta edición se han incluido nuevos capítulos que abordan aspectos importantes de la gestión de la docencia hospitalaria, la gestión privada y aseguramiento público, los retos y prioridades en la gestión hospitalaria y la integración de niveles: sector sanitario. El libro se completa con 7 anexos de aplicación concreta e inmediata a la gestión diaria del hospital.
- Se trata de la 3.^a edición de esta obra que ha tenido una gran acogida desde su primera edición, tanto en España como en América Latina.
- Es una obra de referencia para los profesionales con funciones de organización y gestión de servicios de salud hospitalarios, ya que proporciona fundamentos prácticos para comprender los parámetros y metodología de la gestión sanitaria.
- Mantiene la estructura de ediciones anteriores atendiendo a criterios pedagógicos, y respeta la secuencia de los capítulos, guiando al lector desde lo general hasta lo concreto.
- Expone los temas fundamentales para la gestión hospitalaria y ofrece la solución de problemas que surgen a diario en el ejercicio profesional.
- Se complementa con siete anexos, totalmente actualizados, de aplicación concreta e inmediata a la gestión diaria del hospital.

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