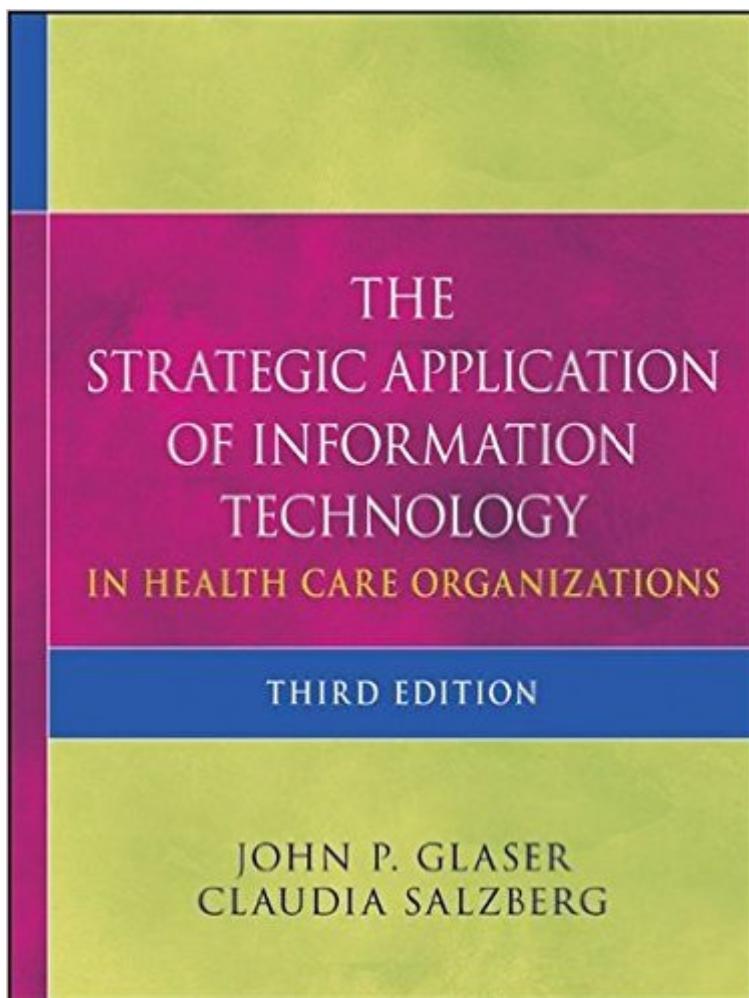


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The Strategic Application Of Information Technology In Health Care Organizations



Synopsis

This new edition of The Strategic Application of Information Technology in Health Care Organizations offers a peerless guide for health care leaders to understand information technology (IT) strategic planning and implementation. Filled with illustrative case studies, the book explores the link between overall strategy and information technology strategy. It discusses organizational capabilities, such as change management, that have an impact on an organization's overall IT effectiveness, and a wide range of IT strategy issues. The book covers emerging trends such as personalized medicine; service-oriented architecture; the ramifications of changes in care delivery models, and the IT strategies necessary to support public health. "Health information technology sometimes masquerades as an end in itself. The reality is that IT is a means to an end, an enabler of the strategic goals of health care organizations. This volume reminds us that shaping IT strategy and implementation to an organization's goals is the key to generating both economic returns and safer care for patients. You don't need an engineer to understand how to use IT to advance a health care organization's strategic agenda. You just need to read this book." ¹ Jeff Goldsmith, PhD, president of Health Futures, Inc. "In this time of health care reform, nothing is more front and center than health IT. This book is an exceptional blueprint for the future, with a focus on the essential measures of success for any system implementation." ² Stephanie Reel, MBA, vice provost for information technology and chief information officer, The Johns Hopkins University "In this book, the authors answer the question that every health care leader should be asking: How do we unlock the promise of health information technology and fundamentally reshape our industry? This is a must-read for every person who wants to improve American health care." ³ David Brailer, MD, PhD, chairman of Health Evolution Partners

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