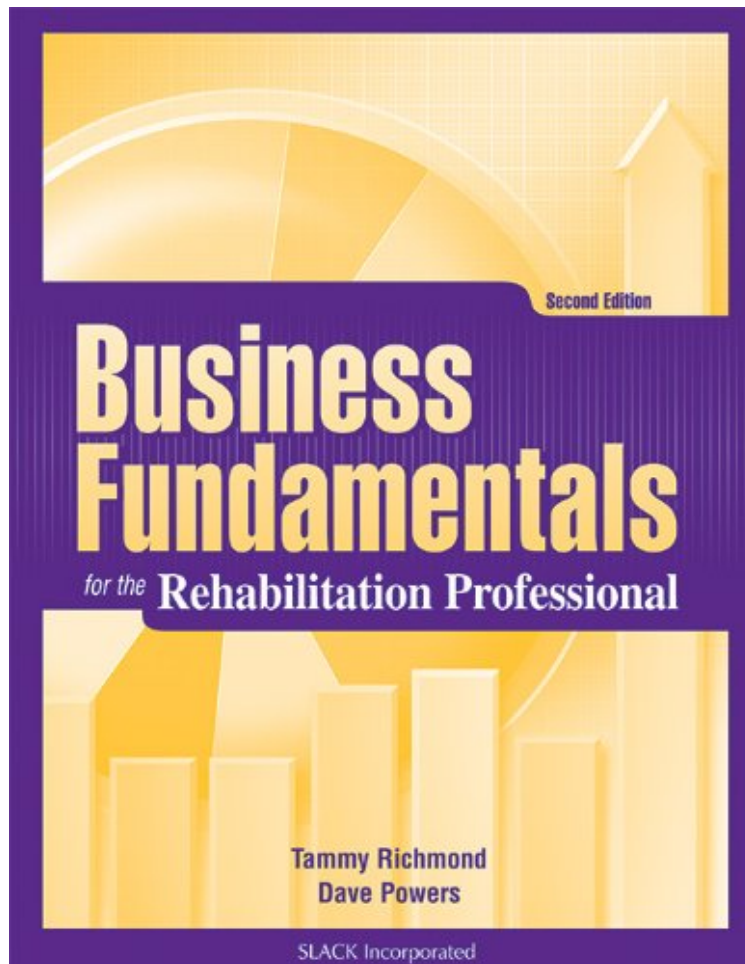


Business Fundamentals for the Rehabilitation Professional

Tammy Richmond MS OTRL, Dave Powers PT DPT MA MBA
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The world of business is ever changing, with much of the available information becoming quickly out-of-date. *Business Fundamentals for the Rehabilitation Professional, Second Edition* keeps pace with this changing world and provides the health care professional with the latest information to answer the what, where, how, and when questions that come up when transforming a health care practice idea into a successful business. With this updated Second Edition, Tammy Richmond and Dave Powers take the health care professional to the next level of implementing successful business operations by the introduction of applications of management principles, as well as implementation of evidence-based practice guidelines and basics to billing and coding documentation. *Business Fundamentals for the Rehabilitation Professional, Second Edition* addresses how to identify emerging business opportunities, legal and health care regulatory issues, market research and development, and health care operations. New features in the Second Edition: New Management and Operations checklist An in-depth look at reimbursement, billing, and financial survival Strategic target market promotions Updated templates and tools Review questions Downloadable worksheets available with text purchase Keeping the user-friendly format of a workbook, *Business Fundamentals for the Rehabilitation Professional, Second Edition* is the perfect resource for master and doctorate level students preparing for the professional world, as well as rehabilitation professionals and entrepreneurs interested in obtaining knowledge in starting up, managing, expanding, or understanding the health care practice system. What will you learn? How to create a vision and mission statement How to develop a business and marketing plan How to manage finances within the scope of the practice What are your local state and federal regulations What are the small business guidelines

"The book is written in a straightforward, easy-to-read format. It presents the basic principles of development and operation of a private rehabilitation practice in language appropriate to the management of any small business. The writing style lends itself to rehabilitation professionals who are novices in the area of business management and who are just beginning to explore the conceptual ideal of developing a private practice. Also contained in the book are many tables in each chapter and appendices that provide sample forms the reader can use to implement each step in the creation and development of a rehabilitation practice. *Business Fundamentals for the Rehabilitation Professional* is a worthwhile read for any rehabilitation professional who is considering opening a private practice. It will provide the basic knowledge to determine if the development of a private practice is a good move and will provide a basic framework to guide the decision matrix required to develop and implement a viable and sustainable business endeavor." John M. Cheeks, PT, DPT, DHS, MSG, CSST, CEA, School of Allied Health, Department of Physical Therapy, Louisiana State University, Laurel, MS, Activities, Adaptation, Aging