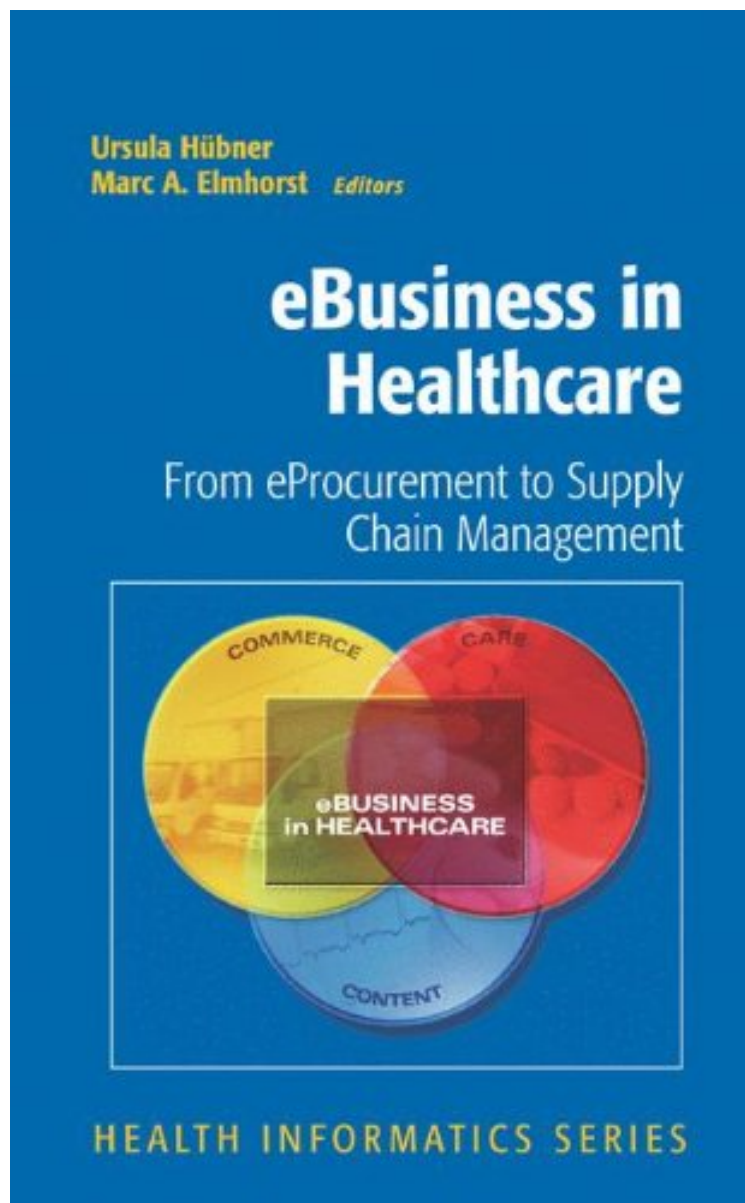


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From Brand: Springer : eBusiness in Healthcare: From eProcurement to Supply Chain Management (Health Informatics) before purchasing it in order to gage whether or not it would be worth my time, and all praised eBusiness in Healthcare: From eProcurement to Supply Chain Management (Health Informatics):

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By Customer
It is good, although I could not read much due right eye with no sight.

Here is a book that aggregates five years of experience of three successive R and D projects (ELCH, GetTogether, GROPIIS) covering technical and organizational issues of eProcurement. The projects, which were funded partly by the government and partly by industry and hospitals, looked at the characteristics of procurement processes and at standard technologies. Two of the projects included case studies (ELCH, GROPIIS), the third project focused on the development of standard business objects for eProcurement in healthcare (GetTogether). Together they form a rich source of information worth communicating to a large audience of experts and newcomers alike.

From the reviews: "The definition and the application of eBusiness in healthcare is the central theme of this book hellip; . The book is needed and timely, reflecting the emerging field of healthcare informatics. This book was designed as a resource for nurses, managers, clinicians, pharmacists, and students, but it raises issues that apply to a broad range of healthcare professionals who have a need to understand purchasing and selling online. hellip; This is a high quality book and a good resource for a wide audience hellip; ." (Diana P. Jones, Doody's Service, April, 2008)
From the Back Cover
When speaking about eBusiness as applied to the healthcare market two questions arise immediately. Firstly, what is eBusiness? Secondly, why is eBusiness in healthcare different from eBusiness in other sectors? Within the arena of eBusiness in healthcare, the focus is on purchasing and selling online as the most advanced application. In this book, the Authors consider both the perspective of the healthcare providers and that of the suppliers, showing the interdependencies between the two and developing concepts for a new synergistic cooperation. eBusiness in Healthcare raises awareness of and interest in electronically mediated business processes in healthcare to a large audience including healthcare informaticians, medical business managers, clinicians, pharmacists and scientists. By taking an international approach to the topic the authors demonstrate the many similarities of eBusiness problems and their solutions among different countries which permits analysis of the differences that are often defined by the national healthcare systems and their rules. Case studies from healthcare institutions and from suppliers in the US, the UK and Germany will illustrate the achievements, barriers and future plans, thus enabling newcomers to learn from previous experience. Clinicians will gain significant insight by this book which demonstrates the interconnection between patient care processes and management issues at the level of medical supplies. The book also makes a plea for a multidisciplinary effort, to enable the right product to be procured for the right patient. As a rather new discipline, eBusiness in healthcare needs further scientific backing. Against this background, this book will not only provide answers but will also raise questions for future research. Managing change and innovation and establishing the critical mass for eBusiness in healthcare is a major undertaking. The aim of this book is to support this process.
About the Author
Ursula Huuml;bner has been a full professor of Healthcare Informatics at the University of Applied Sciences in Osnabruuml;ck, Germany in the Department of Business Management and Social Sciences since 1997. Her research focus embraces process optimization in healthcare through open networks, in particular the internet, including eProcurement and eLearning. Before returning to university she was a scientist and project manager for RD projects in healthcare IT at Groupe Bull Paris/Cologne for 10 years. She received her PhD from the University of Duuml;sseldorf, Germany in 1990. Ursula Huuml;bner is a member of the Management Advisory Board of several firms in the eHealth sector. She is also a Faculty Associate of Johns Hopkins University School of Nursing, Baltimore and lectures in Medical Informatics at the University of Heidelberg. Marc Elmhorst is founder and Managing Director of trinovis GmbH, a consulting company with a focus on process optimization in the health care industry. His special interest is transforming business processes with the help of innovative IT solutions, an area in which trinovis has coordinated RD projects since its foundation. In 1996 Marc Elmhorst founded Impress Software AG, Hanover, Germany and represented Impress as CEO until 2001. Under his leadership Impress set up subsidiaries in Johannesburg/South Africa, Boston/USA, Sao Paulo/Brazil and Sydney/Australia. Marc Elmhorst is active in the Chamber of Commerce as a member of its parliament and its Committee for Foreign Trade.