



NEW TEXTBOOK Healthcare Management and Administration

CALL FOR CASE STUDIES

Editors of the upcoming Jones and Bartlett textbook titled ***Healthcare Management: Interdisciplinary Case Studies*** are seeking authors to contribute case studies that address a wide range of subjects related to the management and administration of today's dynamic healthcare sector.

The textbook and supplemental materials will be valuable resources for promoting and supporting active learning for both undergraduate and graduate students pursuing degrees in health administration. Using high-quality case studies and other resources will engage students to apply course content, acquire knowledge, and develop critical thinking skills by linking theoretical concepts to practical applications.

Targets and Timeline

Brief case study proposal	February 15, 2020
First draft of accepted case study	April 15, 2020
Final draft and supporting materials	July 15, 2020

Accepted case studies will be published in *Healthcare Management: Interdisciplinary Case Studies* by Jones and Bartlett Publishers. In addition to the case study, authors will provide support materials required for the case analysis (i.e., a summary of the management theory(ies) upon which the case study is based, related exercises, discussion questions, and other interactive activities).

Interested authors should contact
Bryan Breland or Nancy Borkowski at
hmcases@uab.edu



click or scan and submit your proposal now!

■ **Who Should Participate?**

Academics and practitioners in the healthcare field are encouraged to participate.

■ **Interdisciplinary Topics Include:**

HEALTHCARE DELIVERY

Health System Approaches | Global and Population Health | Acute Care Systems | Chronic and Post-Acute Care | Public Health

HEALTHCARE DEMAND

Healthcare Economics | Financing and Insurance | Epidemiology and Biomedical Research | Health Data and Informatics

HEALTHCARE ORGANIZATIONS

Organizational Structure and Governance | Org Behavior and Management Theory | Strategic Planning and Management | Medical Group Practice Management

HEALTHCARE OPERATIONS

Financial Management | Marketing | Human Resources | Health Information Management | Quality and Patient Safety

ENVIRONMENT AND CULTURE

Health Policy | Healthcare Law and Regulation | Ethics and Decision-Making | Diversity, Equity, and Inclusion

Would you like to propose additional topics to be covered? Contact us!