| TITLE | Audiology Practice Management  
Third Edition |
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DESCRIPTION
*Audiology Practice Management, Third Edition*, by Brian Taylor, provides new and established audiologists with everything they need to know about running a practice in the 21st century. This new edition offers expert approaches to starting and maintaining a practice in audiology - from technical, legal, and financial daily operations - to new issues like HIPAA compliance, social media considerations, and marketing strategies in the digital age.

Readers will benefit from the collective knowledge and expertise of audiologists and assorted industry experts who share pearls, controversies, and tips on a wide range of topics, including areas of practice not commonly seen in textbooks. Six new chapters cover key topics including basic management principles, clinical education, pricing strategies, entrepreneurship, change management, and business valuation and exit strategy.

SALES HOOKS
- As the prior editors are retiring, the new editors and contributors to this edition bring a 21st century approach to the book that addresses online data and administration as well as the other changes to running a practice in the digital era.
- New chapters cover basic management principles, business analytics and administration, clinical education, pricing strategies, entrepreneurship, change management, and business valuation and exit strategy.
- This book’s practical focus on running a business in the real world makes it easy to learn the fundamentals of practicing and earning a living as an audiologist.

COMPETITION
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Section I. Core Principles
1. Basic Management Principles for Audiologists
2. An Introduction to Business Analytics, Administration, and Ethics
3. Human Resources
4. Accounting for Audiologists
5. Quality Improvement: The Controlling Principle of Practice Management
6. Clinical Education in Audiology
7. Clinical Report Writing Using SOAP Notes
8. Infection Control

Section II. Practical Applications
9. Credentialing, Contracting, Coding, and Reimbursement
10. Pricing Strategies in Clinical Practice
11. Entrepreneurial Audiology: Sales and Marketing Strategies in the Consumer-Driven Health Care Era
12. Improving the Acceptance Rate of Amplification: A Benefit to Patients and Practices
14. Valuation and Exit Strategy