



# 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The world of business is ever changing, with much of the available information becoming quickly out-of-date.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

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