

Márcia R.F. Campiolo

Medical Office Management

Developing and Managing Systems
with High Quality Customer Service

 Springer

Preface

The book *Medical Office Management: Developing and Managing Systems with High Quality Customer Service* from Marcia Campiolo is a unique approach that fills a real need in medical literature.

There is a growing awareness of the need to implement a professional management in healthcare facilities, from small clinics up to large hospitals. However, there is a real lack of knowledge in this area from healthcare professionals, and this is a real area of concern for many doctors.

This work comes to stimulate and guide physicians of any specialty to improve the ways for managing their practices, enabling further development of their staff.

Providing a service with excellence in quality and maximum concern for helping the patient represents the true foundation of the medical profession. However, customer experience with humanized healthcare is fundamental for professional growth.

This is my great pleasure to support and recommend this excellent work, which I consider to be a true statutory duty to stimulate all players in the medical field.

Rio de Janeiro, Brazil

Renato Ambrósio Jr.

Preface

A good medicine practice has always been supported by medical knowledge, which is acquired through years dedicated to the course and the specialization we later choose.

In the last few years, we have seen the growth in the number of professionals in different medical fields, making this an extremely competitive career.

Associated to that we have had great technological advancement in all fields of medicine, leading doctors past the point of no return, where huge amounts of constant investment are necessary for a quality medical practice with positive results.

When I finished medical school and, later on, my specialization in ophthalmology, I always emphasized medical knowledge, without great care for the organization and functionality of my office. The impulse in this area was only possible after my wife Márcia Campiolo managed my clinic.

At first I paid no mind to the “little, but constant, changes” introduced by her and even had some difficulty accepting some of her management procedures. But after some time I surrendered to the results obtained, especially with the clinic’s functionality, staff efficiency, rationalization, and better management of my time, as well as the visible development of our clinic.

The results are easily seen: a well-prepared staff to present a humanized and professional service; physical structure ready to offer comfort, convenience, and well-being; a cautious and thorough financial administration; and an objective and efficient service cycle. With all this structure functioning harmonically, investing in technology and in my professional training and improvement, especially, completes the cogwheels that move the clinic.

Today, I am fully convinced that professional success is a process of multiple correlations between good medical formation and efficient office management, always looking for effective quality in medical services and professional, humanized, and ethical treatment.

This book portrays a portion of our day to day routine, which makes practicing medicine with ethics and quality an even more delightful exercise.

Londrina, Paraná, Brazil

Francisco Eugênio Campiolo

Author's Biography

Márcia R.F. Campiolo is a Brazilian psychologist specialized in human resources administration and works in the field of management of health services. She is a consultant and lecturer in several medical events and congresses in Brazil. Also, she is the manager of a medical service, where she daily deals with matters related to this field.

Her exclusive dedication to the field of health services management started in 1996; since then she makes use of her vast experience to adapt and develop works that involve team development, as well as organization and professionalization of work cycles inside doctor's offices, clinics, and hospitals.

She is the editor of the *Ophthalmology Management*, of the Brazilian Society of Administration in Ophthalmology, of which she also is, for the second time consecutively, administrative director.

She is columnist for the human resources magazine *Revista Doc—gestão em saúde* (*Doc Magazine—Health Management*) and also of the magazine *Gestão em Oftalmologia* (*Management in Ophthalmology*).

She is author of the two books *Medical Office Management* and *Doctor's Agenda: Beyond the Trivial*.

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