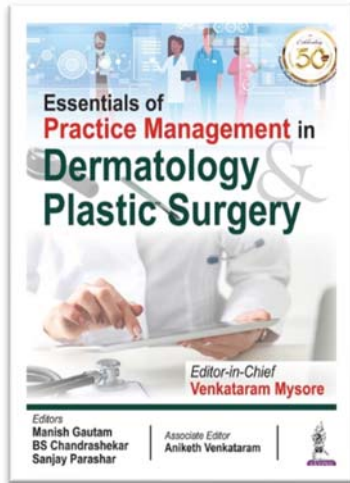




# NEW RELEASE



## Essentials of Practice Management in Dermatology & Plastic Surgery

Author: Venkataram Mysore

Two Color | Paper Back | 1/e, 2021 | 464 Pages | 6.75" x 9.5"

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### ABOUT THE BOOK

Practice management has now become a vital area to ensure a successful medical practice in the 21st century. It involves complex and diverse areas such as communication, advertisement, knowledge of web and social media, electronic medical records, human resources, investments and loans, devices and machines, construction and interiors, local acts and laws such as clinic regulations and pollution control, taxes including GST, insurance, medicolegal law and Consumer Protection Act and more. Doctors have little knowledge about them, and this book seeks to fill this void.

### KEY FEATURES

- Chapters are written in an easily readable style with emphasis on personal anecdotes and tips.
- Divided in two parts: Dermatology and Plastic Surgery.
- All aspects are covered extensively by experienced practitioners with expertise in the specific area.
- There is a separate section on "How I did it" by senior doctors who recount and reminiscence about the journey of their career.
- While the book aims at dermatologists and plastic surgeons, the topics are relevant to all doctors.

### READERSHIP

- Dermatologists and Plastic Surgeons

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