Table of Contents

Title	Page
Foreword	1
Chapter One: Management Control	3
Exercises	
Part I. Understanding the Text	7
Part II. Language Exercises	11
Further Reading: Internal Versus External Evaluation	16
Exercises	17
Chapter Two: Motivation and Behavior	20
Exercises	
Part I. Understanding the Text	25
Part II. Language Exercises	28
Further Reading: Nurse Managers and Motivation	32
Exercises	33
Chapter Three: Hospital Management and Organizational	
Citizenship Behavior	35
Exercises	
Part I. Understanding the Text	38
Part II. Language Exercises	. 42
Further Reading: Organizational Citizenship Behavior and	
Its Implications for Managers	47
Exercises	50

Chapter Four: Organizational Tactics for the Successful	
Assimilation of Medical Practice Guidelines	. 52
Exercises	
Part I. Understanding the Text	56
Part II. Language Exercises	60
Further Reading: Insufficient Interface	64
Exercises	65
Chapter Five: Principles of Innovation	67
Exercises	
Part I. Understanding the Text	69
Part II. Language Exercises	72
Further Reading: The Essence of Strategic Planning in Capital	
Investments	75
Exercises	76
Chapter Six: Community Orientation in Health Services	
Organization	79
Exercises	
Part I. Understanding the Text	83
Part II. Language Exercises	87
Further Reading: Antecedents to Community Orientation	92
Exercises	94
Chapter Seven: Barriers to Customer Service	97
Exercises	
Part I. Understanding the Text	99
Part II. Language Exercises	104
Further Reading: Paternalistic Culture	108
Exercises	110

Chapter Eight: Waiting for Satisfaction	113
Exercises	
Part I. Understanding the Text	117
Part II. Language Exercises	122
Further Reading: Managed Care Consumer Tips	126
Exercises	127
Chapter Nine: Work Systems and the Changing Priorities	
of Production	129
Exercises	
Part I. Understanding the Text	133
Part II. Language Exercises	137
Further Reading: "Taylorism" and "Fordism" as Improvements	
to the Factory System	142
Exercises	144
Chapter Ten: Communication in Groups	146
Exercises	
Part I. Understanding the Text	152
Part II. Language Exercises	156
Further Reading: Working in Groups with Other Agencies	161
Exercises	163
Chapter Eleven: Models of Case Management	165
Exercises	
Part I. Understanding the Text	170
Part II. Language Exercises	175
Further Reading: Case Management in Acute Care	180
Exercises	183

Chapter Twelve: The Internet and the Concept of "eHealth"	185
Exercises	
Part I. Understanding the Text	191
Part II. Language Exercises	195
Further Reading: The Internet and Access to Information in	
Health Care	201
Exercises	203
References	206

Foreword

The present work is the second volume of a pair of ESP¹ books especially prepared for the students of health care management. The two volumes purpose is to boost the abilities of students so as to comprehend technical English texts in their field of study. Each volume is designed for a two-credit course in special English. Once employed together, however, they could well serve the requirements of a three-credit course. Thus used, the pair can provide the teacher with the flexibility to choose from among the wide range of topics those that best suit his specific needs.

The structure of this book is similar to the first volume. Each chapter starts with pre-reading activities that aim to lead the students into the required text. The reading text is followed by a range of exercises which are of two basic types. The first type of exercise mainly deals with general comprehension (distinguishing paraphrases, finding anaphoric references, exploiting sentence structures, etc.) while the second type provides an opportunity to work with technical as well as general vocabulary items. These are then followed by an extra (though shorter) text which is included for further reading. Finally, some comprehension exercises based on the latter text bring the chapter to an end.

The basic reading materials were extracted from a variety of authentic English journals and books in the pertinent areas. Professional opinion was sought so as to make the selections of texts as true representative samples as

^{1.} English for Special Purposes

of subject matters prospective health care managers are likely to encounter in their professional life. In preparing the exercises, the authors focused on the main area of difficulty on language areas supposed to be experienced by students when reading for comprehension. They have based their judgment mainly – though not exclusively – on years of teaching the same subject matter. It should be hinted that although the book by nature deals mainly with reading comprehension skills, some exercises encourage speaking and writing abilities too. Needless to say, this work is far from flawless, thus comments and suggestions for the next editions will be deeply appreciated.

> The authors, Summer 1385