



Gerenciando pela qualidade total na saúde (Portuguese Edition)

Luiz Nogueira

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Poucos setores no Brasil têm experimentado tantas e tão profundas mudanças quanto o setor de saúde: novas tecnologias, novos desafios, competitividade acirrada, recursos mais complexos e consumidores mais exigentes.

Esta realidade demanda um sistema de gestão ágil e abrangente, focado em resultados - só eles garantirão a sobrevivência e o crescimento das organizações de saúde nesse contexto. Este sistema precisa contemplar gestão estratégica, da informação, de pessoas, de processos, de materiais e infraestrutura, gestão clínica e foco permanente na satisfação das necessidades e desejos dos clientes. Este livro apresenta de forma clara, simples e objetiva alguns desses principais conceitos e métodos, com base na experiência de sua aplicação bem-sucedida em inúmeras instituições de saúde brasileiras, públicas e privadas, de pequeno, médio e grande porte.

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