PRESS RELEASE
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NEW HEALTH MANAGEMENT BOOK EMPHASIZES VALUE OF KNOWING *WHY* AND *HOW* TO MANAGE, NOT JUST *DO* IT.

From having a set of principles to developing a team that can motivate and manage itself without the physician manager, Dr. Alan S. Greenglass has penned the ultimate guide to becoming a successful manager.

(Philadelphia, PA, May 15, 2024) How does a health manager succeed in today's medical environment? In *Curing Physician Management: Why Physician Managers Fail,* Dr. Alan S. Greenglass spells out the three basic ingredients for being successful.

- Employ a personal set of principles that are aligned with one's own values and with the mission and values of the medical profession.
- Spend time identifying the essential skills that are needed as one moves through the levels of management and leadership.
- Embrace the philosophy that humility is an essential.

By using real-life examples of what works and what doesn't, *Curing Physician Management* demonstrates what can be done to optimize successful management practices and what can be learned from management failures.

"This book is written for physicians, those currently managing and those considering taking on the challenges of management. Physician managers will benefit from spending time with the book, which will advance their consideration of what being a physician manager entails as well as how to prepare for its challenges." Gregory P. Shea, PhD.

A recurring theme in the book is the importance for health care leaders and managers to understand their motivation in taking on such roles. Expanding upon that theme, those who benefit from successful management are often, and should be, those who are served, namely the patients.

Dr. Greenglass believes that being able to build a group of clinicians and other providers of healthcare who exemplify the word caring, and a system which facilitates that caring, is the benchmark of success.

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About the Author: Dr. Alan S. Greenglass is a retired physician and health system executive. After studying engineering at Columbia University, he turned to health care to combine his interest in science and his desire to find solutions to societal problems. He graduated from medical school and trained at Brown University. He was a primary care internist and physician manager in Connecticut before continuing his management career in Delaware. His health care interests have included population health, the social determinants of health, as well as how to make health care more accessible, affordable, and equitable.

About the Book: The premise of this book is that much can be learned from understanding the personalities and values of those physicians who aspire to leadership and management, what challenges might be unique to healthcare, and what strengths and weaknesses healthcare professionals might have as they enter management.

Review copies and Media Interviews: For a review copy of *Curing Physician Management* or scheduling an interview with Dr. Greenglass, please contact Gail Kearns at 805-570-8275 or email gail@topressandbeyond.com.