Description

"Organization" - Atlantic General Hospital, Berlin, MD
http://www.atlanticgeneral.org/Main/Home.aspx
Instructions:
For your Capstone Project, you will be performing research on a real-life healthcare
organization. Drawing upon your learning in previous courses, you will be asked to
analyze various facets and provide a detailed picture of the organization. The Capstone
will consist of three sections. Each section is to be 1,600–2,000 words. Each section
should have at least four references so there is a total of 12 references for the final
Capstone Project submission in Unit 9.
Section II
Financial management, quality, and marketing aspects of the organization
Financial
• Analysis of the service reimbursement for the organization (state,
federal, insurance, and private pay)
• Methods of funding
Quality and Ethics
• Accreditation
• Awards
• Regulation
• Ethical issues regarding who receives care at the organization
Marketing
• Strategies
• Branding
• Community and employee involvement