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