



# In the service of health care and wellness industry

## Our Bureau, Mumbai

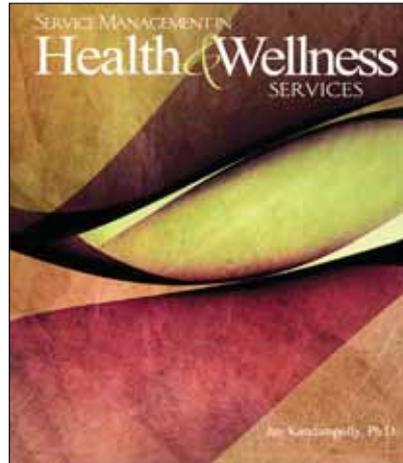
THE book "Service Management in Health and Wellness Services" examines the growing significance of the wellness concept as a feature of the health care industry. This new paradigm shift in the composition of health care and the subsequent changes in the needs and expectations of health care customers are transforming health care into a largely customer-driven service sector.

The book is edited by Jay Kandampully, professor of services management at The Ohio State University and also the Editor-in-Chief of the Journal of Service Management. It is published by Kendall Hunt Publishing

Company, USA. Chapters and cases are contributed by distinguished scholars from around the globe.

Designed specifically for practitioners and students in the health and wellness industry, the book addresses various aspects from a services management perspective. In doing so, the publication reinforces that service management approaches can be used to effectively manage health and wellness services to provide customers with superior service and value.

Those who conceptualize and manage the health care offering as essentially a 'service' offering will gain an advantage in the understanding of and ability to deliver service excellence. These con-



cepts cover the full gamut of the health service and wellness industry – including operations, marketing, human resources, and more.

The book provides a detailed account of the critical services-management concepts that have direct application in the health and wellness industry.

Using case examples, each chapter seeks to illustrate how these concepts can be used effectively to gain customer loyalty, achieve market leadership in the health and wellness industry.

The book uniquely reflects an alchemic shift of management concept in health service and will be of interest to practitioners and to those involved in teaching, or students on any of the increasing number of health service and wellness management programmes.

It examines the wellness concept paradigm shift and the subsequent changes in the needs and expectations of health care customers. It also describes the burgeoning use of technology that empowers health service providers to

serve customers globally through multiple channels.

It argues that future arrangements for health care must provide management of both wellness and illness, according to their prominence throughout the various stages of one's life span. Moreover it provides a detailed account of the critical service management concepts that have direct application in the health and wellness industry.

It also illustrates how service management concepts can be used effectively to gain customer loyalty and achieve market leadership in the health and wellness industry. ◆

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