



TEXAS HOSPITAL ASSOCIATION

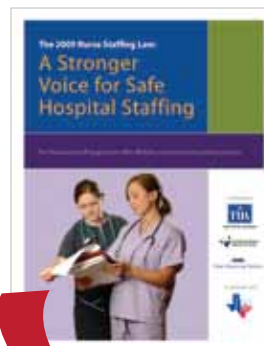
2011 Catalog of Books and Audio Guides



Where Social Media and Health Care Meet: Harnessing New Media Tools

Hospitals are just beginning to realize the power and promise of social media. This guide helps hospitals better understand and leverage social media, with tips, tricks, and best practices from hospitals and health care organizations from around the country.

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Understand how to implement Texas' new nurse staffing law, including how to develop staffing plan recommendations and meaningful outcome evaluations that meet your patients' needs

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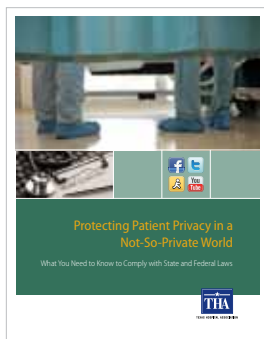


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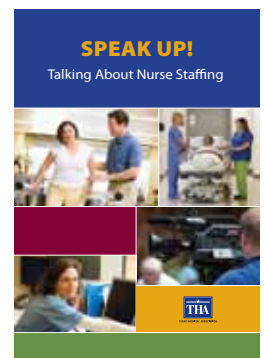
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Protecting Patient Privacy in a Not-So-Private World

Non-compliance with HIPAA and state privacy laws can result in serious, costly consequences for the hospital. This comprehensive guidebook includes what you need to know about privacy rules in advertising, fundraising and social networks, along with sample policies and forms, case studies, self-assessment quizzes, and educational tools for use in in-service training.

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Speak Up! Talking about Nurse Staffing gives hospital nursing staff and other hospital teams tools to use immediately to understand and communicate with key publics about hospital safe staffing. This desktop reference is a must-have for every hospital department!

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Protect Your Signature Training DVD

gives your nursing staff the full story about union organizing tactics, told by actual Texas nurses, and the importance of protecting their signature during a unionization campaign. Ideal for in-service and new employee orientation, the 15-minute DVD helps your nurses and other staff make sound choices about their union participation.

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2011 Directory of Texas Hospitals

is the definitive guide to Texas hospitals and health systems. This desk reference includes contact information for C-level executives, bed size and ownership, and city and alphabetical listings of both member and non-member facilities.

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