

Third Edition

NOVICK & MORROW'S

PUBLIC HEALTH

ADMINISTRATION

Principles for Population-Based Management

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Production Credits

Executive Publisher: William Brottmiller	Manufacturing and Inventory Control Supervisor: Amy Bacus
Publisher: Michael Brown	Composition: Cenveo® Publisher Services
Editorial Assistant: Kayla Dos Santos	Cover Design: Scott Moden
Editorial Assistant: Chloe Falivene	Cover Image: © Dinga/Shutterstock, Inc.
Production Manager: Tracey McCrea	Printing and Binding: Edwards Brothers Malloy
Senior Marketing Manager: Sophie Fleck Teague	Cover Printing: Edwards Brothers Malloy

To order this product, use ISBN: 978-1-4496-8833-2

Library of Congress Cataloging-in-Publication Data

Novick & Morrow's public health administration : principles for population-based management.—3rd ed. / edited by Leiyu Shi, James Johnson.

p. ; cm.

Public health administration

Rev. ed. of: Public health administration / edited by Lloyd F. Novick, Cynthia B. Morrow, Glen P. Mays. 2nd ed. c2008.

Includes bibliographical references and index.

ISBN 978-1-4496-5741-3 (pbk.)

I. Novick, Lloyd F. II. Shi, Leiyu. III. Johnson, James A., 1954- IV. Public health administration. V. Title: Public health administration.

[DNLM: 1. Public Health Administration. WA 525]

RA425

362.1068—dc23

2013004172

6048

Printed in the United States of America

17 16 15 14 13 10 9 8 7 6 5 4 3 2 1

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Preface

The *First Edition* of ***Public Health Administration: Principles for Population-Based Management*** was published in 2001 by Aspen Publishers and reprinted by Jones and Bartlett Publishers in 2005. The leaders in the book's conceptualization and inaugural edition were Lloyd F. Novick and publisher Michael Brown. The *First Edition* of the book was coedited by Lloyd F. Novick and Glen P. Mays and included 30 chapters contributed by a wide range of public health scholars and practitioners. The *Second Edition* was published in 2008 with the addition of Cynthia B. Morrow as coeditor. The text has since become a cornerstone of public health education across the United States, becoming the most widely adopted book on the subject of public health administration.

At the 2010 American Public Health Association (APHA) meeting in Denver, Colorado, Michael Brown approached me about editing another edition of this text. The founding editor, Lloyd Novick, had planned to retire from the project and someone else was needed. Having previously worked with Jones & Bartlett Learning on three other books, I was comfortable accepting the challenge. The one condition was that I could select a coeditor, as was the tradition for this text. The first person to come to mind was a 20-year-long colleague and friend, Leiyu Shi, at Johns Hopkins University. He too has a multibook record of publishing with Jones & Bartlett Learning. Mike Brown readily agreed and so did Leiyu. The two-person editing team we formed was well suited for the task ahead. Not only did we have a history of working together, we also brought somewhat different skill sets and colleague networks to the project. Leiyu's background has primarily been in health services research, healthcare delivery systems, and population health, while mine has focused on health policy, health organizations, and comparative health systems. Each of us had already published more than 10 books each, so we were quite seasoned for the task of revising this text.

Now, over a decade since the publication of the original book, the *Third Edition* of ***Public Health Administration: Principles of Population-Based Management*** has been published. We have maintained some continuity with previous editions, with many past chapter contributors still involved and two of the past editors, Drs. Morrow and Mays, also contributing. However, new elements and topics have been added. We have streamlined the book somewhat with generally shorter chapters and have added chapter objectives and discussion questions. These elemental changes were made to enhance the classroom experience for students. As for substantive changes, we have added chapters on public health policy, social determinants of health, public health systems research, social marketing, social entrepreneurship for public health, and global health. Leiyu and I feel these reflect the ever-expanding scope and scale of public health practice and scholarship.

This is an exciting time for you to be studying public health. The world is full of challenges and opportunities, many of which are emergent and will continue to unfold in unexpected ways. The growth of knowledge in the medical and social sciences is more vibrant than ever. Likewise, our understanding of public health organizations, management, and leadership is more sophisticated and better informed than in the past. Our embrace of evidence-based decision making and data-informed policy and practice is moving to become the new normal. The public health community's realization of the centrality of systems thinking and global perspectives continues to lead us to more comprehensive solutions and a deeper understanding of public health. It is my wish, and that of the entire team of editors and authors, that you find great utility, value, and perhaps inspiration in this text.

James A. Johnson

About the Editors

Dr. Leiyu Shi, DrPH, MBA, MPA, is professor of health policy and health services research in the Department of Health Policy and Management, Bloomberg School of Public Health at The Johns Hopkins University. He is also director of The Johns Hopkins Primary Care Policy Center. Prior to his academic positions, Dr. Shi worked in the public health field focusing on community-based primary care and vulnerable populations. He received his doctoral education from the University of California, Berkeley, majoring in health policy and services research. He also has a master's in business administration focusing on finance. Dr. Shi's research focuses on primary care, health disparities, and vulnerable populations. He has conducted extensive studies about the association between primary care and health outcomes, particularly on the role of primary care in mediating the adverse impact of income inequality on health outcomes. Dr. Shi is also well known for his extensive research on the nation's vulnerable populations, in particular community health centers that serve vulnerable populations, including their sustainability, provider recruitment and retention experiences, financial performance, experience under managed care, and quality of care. Dr. Shi is the author of 9 textbooks and more than 150 scientific journal articles.

Dr. James A. Johnson, PhD, MPA, MSc, is a medical social scientist who specializes in international health and organization development in public health. He is the former chair of the Department of Health Administration and Policy at the Medical University of South Carolina and currently professor of health administration and health sciences in the Herbert H. and Grace A. Dow College of Health Professions at Central Michigan University. Additionally, he is visiting professor in the Department of Preventive Medicine and Public Health at St. George's University in Grenada, West Indies, and adjunct professor of health policy at Auburn University. Dr. Johnson has also been an active researcher and health science writer, with more than 100 journal articles and 15 books published. His book, *Comparative Health Systems: Global Perspectives* involves coresearchers from around the world and analyzes the health systems of

20 countries. He is also the author of *Introduction to Public Health Management, Organization, and Policy*; pasteditor of the *Journal of Healthcare Management*; and currently contributing editor for the *Journal of Health and Human Services Administration*. Dr. Johnson works closely with the World Health Organization (WHO) and ProWorld Service Corps and is a regular delegate to the World Health Congress and member of the Global Health Council. He has been an invited lecturer at Oxford University (England), Beijing University (China), University of Dublin (Ireland), University of Colima (Mexico), St. George's University (Grenada), and University of Pretoria (South Africa). Additionally, he has served on many boards including the board of the Association of University Programs in Health Administration (AUPHA), advisory board of the Alliance for the Blind and Visually Impaired, board president of Lowcountry AIDS Services (Charleston, SC), scientific advisory board of the National Diabetes Trust Foundation, advisory board of the Joint Africa Working Group, board of directors of the Africa Research and Development Center, advisory board of the Center for Collaborative Health Leadership, and board of advisors for Health Systems of America. He completed a Master of Public Administration (MPA) in healthcare administration at Auburn University and his PhD at the College of Social Sciences and Public Policy, Florida State University.

Acknowledgment

We want to thank Lloyd F. Novick, MD, MPH, for his vision and intrepid dedication to the initiation and development of this book. It is upon his shoulders that the *Third Edition* is built.

Dr. Novick brought so much experience and intellect to the project from its inception over a decade ago. During his career he has been a professor of public health and medicine at East Carolina University, SUNY Upstate Medical University, and University of Albany. He has been a health commissioner in New York, Vermont, and Arizona. Dr. Novick was the chair of the Council on Linkages Between Academia and Public Health Practice. He has been president of the Association for Prevention Teaching and Research (APTR), the Association of State and Territorial Health Officials (ASTHO), and is founder and editor of the *Journal of Public Health Management and Practice*. He has received numerous national awards, including the Special Recognition Award from the American College of Preventive Medicine; the Duncan Clark Award, Association of Teachers of Preventive Medicine; Distinguished Service Award, Yale University; Excellence Award, American Public Health Association (APHA); and the Arthur T. McCormack Award, ASTHO.

Always the visionary for this text and its core focus, Dr. Novick states: “The population-based approach, the hallmark of public health activities, will retain its importance in future efforts to improve the health of communities.” All of us who work in public health—whether in teaching, research, or service—continue to embrace his vision and learn from his experience.

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