

# Kaiser Permanente Essay

The screenshot shows the EssayPro website homepage. At the top left is the EssayPro logo and navigation links: "How To Order", "Reviews", "About Us", and "Write My Essay". At the top right are links for "DBA: EPRO", "Log In", and "Sign Up". The main banner features a student sleeping at a desk with the text: "WRITING SERVICE AT YOUR CONVENIENCE", "You - Send us your homework", "We - Do it all for you", and "Grab your original paper for just \$10 per page with a free plagiarism report included". A "Write My Essay!" button is present. A "Calculate the price" calculator is overlaid on the right, showing options for "Writing", "Rewriting", and "Editing", with "Writing" selected. The calculator also shows "Essay (any type)", "College", "2 weeks", "1 page / 275 words", "Double spaces" selected, and a price of "\$11.4" with a "Write My Paper" button. Below the banner, it says "NO MORE SLEEPLESS NIGHTS... 100% PLAGIARISM-FREE ESSAYS. ANY TOPIC OR DIFFICULTY CAN BE HANDLED!". At the bottom, there are three review sections: "EssayPro Reviews" with a 4.9 rating, "ResellerRatings" with a 4.9 rating, and "Sitejabber" with a 4.8 rating.

LINK => <http://787787.com/writing-service?418892816>

For the first component of the Session Long Project, your task is to write a 2-3 page essay about a health care organization with which you are involved, or are familiar. Specifically, your tasks are to select an organization and describe it. Then, discuss the main challenges in marketing that organization. Assignment Expectations: You will be expected to:

1. Focus your response to this component of the SLP specifically on the main marketing challenges that the organization faces.
2. Apply principles from the background materials in discussing the organization.
3. Provide a scholarly basis for your response.
4. Justify your opinions with evidence from the literature.
5. Cite several scholarly references for this assignment.
6. Properly cite your references in the text of your essay (either in parentheses or in footnotes), as well as at the end.
7. Limit your response to 3 pages maximum for each modular component of the SLP.

The health care organization with which I am familiar and involved is Kaiser Permanente where I work as an Emergency Room Registered Nurse and later promoted to management. Kaiser Permanente was founded in 1945, is the nation's largest not-for-profit health plan, serving 9.1 million members, with headquarters in Oakland, California. At Kaiser Permanente, physicians are responsible for medical decisions, continuously developing and refining medical practices to ensure that care is delivered in the most effective manner possible. Kaiser Permanente combines a nonprofit insurance plan with its own hospitals and clinics, is the kind of holistic health system that

President Obama's health care law encourages. It still operates in a half-dozen states from Maryland to Hawaii and is looking to expand..... middle of paper .....es. Practice what Kaiser preach, live long and thrive for better life.References:Abelson, Reed. (2013, March 20). The Face of Future Health Care. Retrieved on November 2013 from [http://www.nytimes.com/2013/03/21/business/kaiser-permanente-is-seen-as-face-of-future-health-care.html?\\_r=1](http://www.nytimes.com/2013/03/21/business/kaiser-permanente-is-seen-as-face-of-future-health-care.html?_r=1)&Lofgren, Diane Gage & Cantu, Debbie (2010, Summer). Thrive. Retrieved on November 2013 from <http://www.marketingpower.com/ResourceLibrary/Publications/MarketingHealthServices/2010/30/3/Five%20lessons.pdf>Powers, Thomas & Jack, Eric P. (2008). Using volume flexible strategies to improve customer satisfaction and performance in health care services. The Journal of Services Marketing 22.3 (2008): 188-197. Retrieved from Proquest on November 2013 from <http://search.proquest.com.ezproxy.trident.edu:2048/docview/212658540/141F39DFDF97F1744E7/1?accountid=28844>

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