

2023 BOG Prep Week 3 Quiz - Business and Healthcare

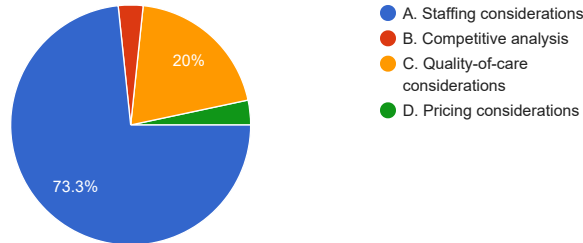
30 responses

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1. A well-developed marketing plan will include all of the following, except:

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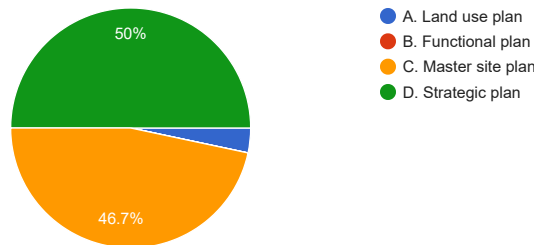
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2. Which of the following is the proper term for the healthcare facility development plan?

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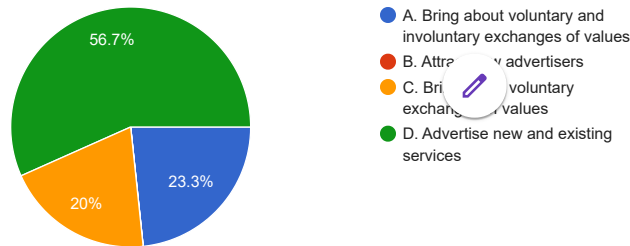
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3. The primary task of marketing is to:

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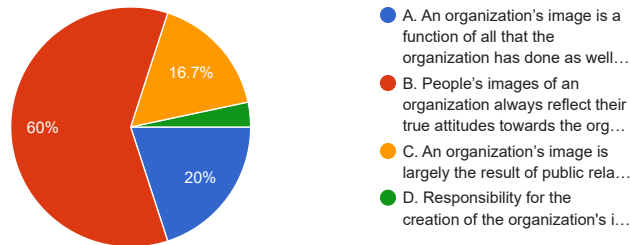
30 responses



4. It would be incorrect to say that:

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30 responses



5. All of the following are methods used to forecast future demand except: Copy

except:

30 responses

Option	Percentage
A. Target buyer intentions surveys	10%
B. Performance of an environmental assessment	20%
C. Estimation of a competitor's current customer base	20%
D. Estimate of future demand by "middlemen"	50%

- A. Target buyer intentions surveys
- B. Performance of an environmental assessment
- C. Estimation of a competitor's current customer base
- D. Estimate of future demand by "middlemen"

6. All of the following statements are true except: Copy

30 responses

Option	Percentage
A. Much of the art of forecasting relies on the opinions of experts	16.7%
B. forecasting, if correctly performed relying on technological forecasting approaches	80%
C. Forecasting including applying the rates of anticipated future change to the current situation	10%
D. Qualitative data are often used in developing assumptions	10%

- A. Much of the art of forecasting relies on the opinions of experts
- B. forecasting, if correctly performed relying on technological forecasting approaches
- C. Forecasting including applying the rates of anticipated future change to the current situation
- D. Qualitative data are often used in developing assumptions

7. The principal reason a public relations professional should be included in the operations plan following a sentinel event is: Copy

30 responses

Option	Percentage
A. PR would be able to determine the correct media coverage	10%
B. PR would be able to proactively develop a crisis communications plan	90%
C. PR would need to know in order to squelch rumors	0%
D. A PR professional does not need to be involved	0%

- A. PR would be able to determine the correct media coverage
- B. PR would be able to proactively develop a crisis communications plan
- C. PR would need to know in order to squelch rumors
- D. A PR professional does not need to be involved

8. A person has paid cash for an elective cosmetic surgery. Copy

an example of which of the following:

30 responses

Option	Percentage
A. Need	10%
B. Want	46.7%
C. Demand	33.3%
D. Opportunity	10%

- A. Need
- B. Want
- C. Demand
- D. Opportunity

9. The primary reasons for the decision to move from a freestanding voluntary facility to an investor-owned healthcare organization is: Copy

30 responses

Option	Percentage
A. Economy of scale	36.7%
B. Access to the equity market	60%
C. Access to patients	0%
D. Improved visibility in the community	3.3%

10. The volume that would be realized if each prospective consumer were to purchase a specified amount of a particular service during a defined future time frame is called: Copy

30 responses

Option	Percentage
A. A sales forecast	36.7%
B. A market forecast	33.3%
C. Operational capacity	0%
D. Market potential	30%

11. Mission statements: Copy

30 responses

Option	Percentage
A. Are frequently changed in response to environmental issues and marketing trends.	0%
B. Do not require formal board action when revised.	0%
C. Require financial parameters.	0%
D. Identify in broad terms the purposes for which an organization exists.	96.7%

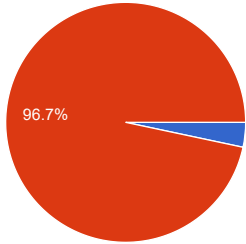
12. Regarding the budget, the board: Copy

30 responses

Option	Percentage
A. Does not use the budget exercise as a way to improve quality and productivity.	0%
B. Gets involved in preparing budgets for all operational units.	0%
C. Decides which personnel are needed in top management.	0%
D. Establishes guidelines and makes final choices among competing opportunities.	86.7%

13. Which of the following environmental assumptions for the next decade is *not* reasonable? [Copy](#)

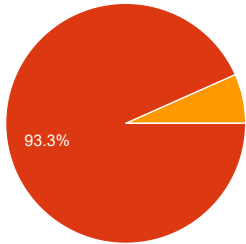
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- A. Cost containment pressures will continue to be a dominant factor in the delivery of health...
- B. There will be decreased morbidity (substance abuse, violence, accidents, etc.) due...
- C. Continued growth in new technologies will focus on cos...
- D. There will be continuing efforts to measure and assure...

14. The principal reason for small and mid-sized employers to join buyers cooperatives is to enable them to: [Copy](#)

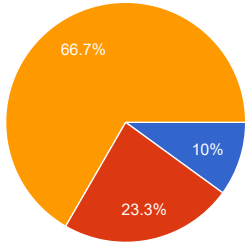
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- A. Drop coverage from existing insurers
- B. Gain leverage to obtain prices similar to large employers
- C. Negotiate directly with physicians and hospitals
- D. Lobby government agencies for more protection from insurers

15. The development of preferred provider organizations was originally intended to: [Copy](#)

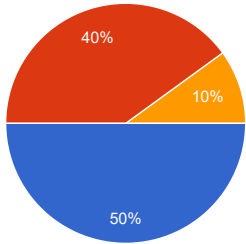
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- A. Guarantee that hospitals maintain their occupancies
- B. Promote networks that would evolve into multihospital systems
- C. Offer an alternative to the health maintenance organization
- D. Force high-priced hospitals out of local markets via disco...

16. An important reason for a hospital and its medical staff to explore the development of physician-hospital organizations is to: [Copy](#)

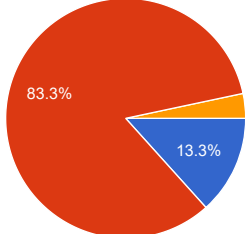
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- A. Permit contracting with plans that want to buy both hospital and physician services
- B. Begin development of a hospital-based health maintenance organization
- C. Eliminate poor-performing physicians from the organizati...
- D. Provide a way to put all physicians on salary

17. Healthcare organizations encourage their employees to contribute to the United Way and other community groups primarily because these agencies: Copy

30 responses

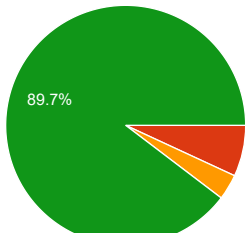


- A. Promote the image of the healthcare organization
- B. Provide funds to support many community services
- C. Will return funds to the healthcare organization
- D. Have healthcare organization executives on their boards

Option	Percentage
A. Promote the image of the healthcare organization	13.3%
B. Provide funds to support many community services	83.3%
C. Will return funds to the healthcare organization	~2.0%
D. Have healthcare organization executives on their boards	~1.4%

18. Which of the following are not examples of impairment of health professionals? Copy

29 responses

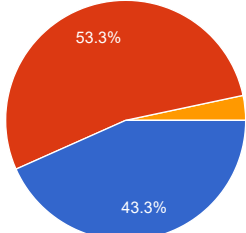


- A. Substance abuse
- B. Cognitive ability changes
- C. Sensory perception deprivation
- D. Surly personality

Option	Percentage
A. Substance abuse	~2.0%
B. Cognitive ability changes	~2.0%
C. Sensory perception deprivation	~2.0%
D. Surly personality	89.7%

19. What age group will consume the greatest per capita healthcare resources in the 21st century? Copy

30 responses

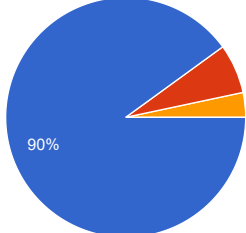


- A. 65-74 years
- B. 75 years and older
- C. 45-64 years
- D. 0-1 year

Option	Percentage
A. 65-74 years	43.3%
B. 75 years and older	53.3%
C. 45-64 years	~2.0%
D. 0-1 year	~1.4%

20. The principal advantage for an inpatient facility to affiliate with a geriatric-care program is that such an arrangement: Copy

30 responses



- A. Provides for a continuum of care for patients
- B. Permits patients to receive care in the home setting
- C. Requires less skilled personnel to provide the care
- D. Is less costly to the patient

Option	Percentage
A. Provides for a continuum of care for patients	90%
B. Permits patients to receive care in the home setting	~5.0%
C. Requires less skilled personnel to provide the care	~2.0%
D. Is less costly to the patient	~3.0%

21. A hospice may be described as a/an: Copy

30 responses

Option	Percentage
A. Intermediate care facility	0%
B. Extended-care facility that specializes in the treatment of the chronically ill	10%
C. Facility where terminally ill patients can receive special attention	86.7%
D. Interrelated group of healthcare services	3.3%

- A. Intermediate care facility
- B. Extended-care facility that specializes in the treatment of the chronically ill
- C. Facility where terminally ill patients can receive special attention
- D. Interrelated group of healthcare services

22. The primary function of an extended-care unit is to provide: Copy

30 responses

Option	Percentage
A. Post-acute care services in a rehabilitation-oriented environment	20%
B. Self-care facilities for ambulatory patients	0%
C. Additional facilities for geriatric cases	0%
D. More intensive nursing care for chronically ill patients	80%

- A. Post-acute care services in a rehabilitation-oriented environment
- B. Self-care facilities for ambulatory patients
- C. Additional facilities for geriatric cases
- D. More intensive nursing care for chronically ill patients

23. The sole purpose of the medical/ professional staff organization is to: Copy

30 responses

Option	Percentage
A. Meet accreditation standards	0%
B. Review the standards of patient care	20%
C. Review the credentials of physicians applying for membership	43.3%
D. Safeguard patient safety	36.7%

- A. Meet accreditation standards
- B. Review the standards of patient care
- C. Review the credentials of physicians applying for membership
- D. Safeguard patient safety

24. The establishment of an appropriate credentialing procedure for members of the medical/professional staff should ultimately be the decision of the: Copy

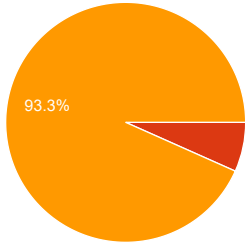
30 responses

Option	Percentage
A. Entire medical/professional staff	3.3%
B. Credentials committee	10%
C. Governing authority	60%
D. Medical/professional executive committee	26.7%

- A. Entire medical/professional staff
- B. Credentials committee
- C. Governing authority
- D. Medical/professional executive committee

25. Insurance companies and other payors have introduced preadmission certification for elective hospital stays in order to: Copy

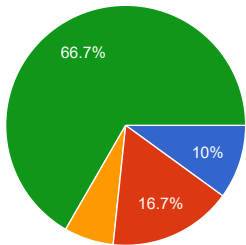
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- A. Cause physicians to reconsider need for service
- B. Facilitate communication between hospitals and the attending physician
- C. Establish clinical necessity prior to service
- D. Encourage the patient to obtain a second opinion

26. In the field of healthcare services, which of the following trends has significantly increased the need to develop more comprehensive and more systematic credentialing processes in healthcare facilities? Copy

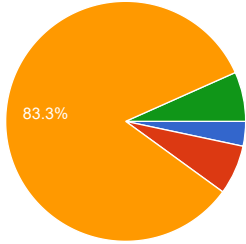
30 responses



- A. The increased number of independent healthcare practitioners
- B. The expansion of governmental regulations covering the operation of heal...
- C. The growth of ambulatory healthcare services
- D. The growth of liability of healthcare facilities for malpra...

27. It is important for the CEO of a healthcare organization to represent the organization at state and regional associations and to other organizations in the community because: Copy

30 responses



- A. The organization's spokesperson is the person who is most knowledgeable a...
- B. The CEO can use the opportunity to explore external threats to the organization
- C. These activities develop exchange relationships and a...
- D. Cor surveys indicate that, v community, th...

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