

# 2023 BOG Prep Week 3 Quiz - Business and Healthcare

1. Email \*

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

*Mark only one oval.*

- A. Staffing considerations
- B. Competitive analysis
- C. Quality-of-care considerations
- D. Pricing considerations

3. 2. Which of the following is the proper term for the healthcare facility development plan? 1 point

*Mark only one oval.*

- A. Land use plan
- B. Functional plan
- C. Master site plan
- D. Strategic plan

4. 3. The primary task of marketing is to:

1 point

*Mark only one oval.*

- A. Bring about voluntary and involuntary exchanges of values
- B. Attract new advertisers
- C. Bring about voluntary exchanges of values
- D. Advertise new and existing services

5. 4. It would be incorrect to say that:

1 point

*Mark only one oval.*

- A. An organization's image is a function of all that the organization has done as well as what it has attempted to communicate
- B. People's images of an organization always reflect their true attitudes towards the organization
- C. An organization's image is largely the result of public relations, advertising, selling and communication efforts
- D. Responsibility for the creation of the organization's image does not lie merely with the marketer

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

1 point

*Mark only one oval.*

- 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"

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

1 point

*Mark only one oval.*

- A. Much of the art of forecasting relies on the opinions of experts
- B. forecasting, if correctly performed relying on technological forecasting approaches, is an exact science
- C. Forecasting including applying the rates of anticipated future change to the current status to predict the future
- D. Qualitative data are often used in developing assumptions on which quantitative forecasting can be construed

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

1 point

*Mark only one oval.*

- 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

9. 8. A person has paid cash for an elective cosmetic surgery. This is an example of which of the following:

1 point

*Mark only one oval.*

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

10. 9. The primary reasons for the decision to move from a freestanding voluntary facility to an investor-owned healthcare organization is: 1 point

*Mark only one oval.*

- A. Economy of scale
- B. Access to the equity market
- C. Access to patients
- D. Improved visibility in the community

11. 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: 1 point

*Mark only one oval.*

- A. A sales forecast
- B. A market forecast
- C. Operational capacity
- D. Market potential

12. 11. Mission statements: 1 point

*Mark only one oval.*

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

13. 12. Regarding the budget, the board: 1 point

*Mark only one oval.*

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

14. 13. Which of the following environmental assumptions for the next decade is *not* reasonable? 1 point

*Mark only one oval.*

- A. Cost containment pressures will continue to be a dominant factor in the delivery of health services
- B. There will be decreased morbidity (substance abuse, violence, accidents, etc.) due to increased marketing efforts and technological advances
- C. Continued growth in new technologies will focus on cost-saving technologies that move care from inpatient settings to out-of-hospital settings
- D. There will be continuing efforts to measure and assure quality of healthcare services

15. 14. The principal reason for small and mid-sized employers to join buyers cooperatives is to enable them to: 1 point

*Mark only one oval.*

- 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

16. 15. The development of preferred provider organizations was originally intended to: 1 point

*Mark only one oval.*

- 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 discounts

17. 16. An important reason for a hospital and its medical staff to explore the development of physician-hospital organizations is to: 1 point

*Mark only one oval.*

- 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 organization
- D. Provide a way to put all physicians on salary

18. 17. Healthcare organizations encourage their employees to contribute to the United Way and other community groups primarily because these agencies: 1 point

*Mark only one oval.*

- 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

19. 18. Which of the following are not examples of impairment of health professionals? 1 point

*Mark only one oval.*

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

20. 19. What age group will consume the greatest per capita healthcare resources in the 21st century? 1 point

*Mark only one oval.*

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

21. 20. The principal advantage for an inpatient facility to affiliate with a geriatric-care program is that such an arrangement: 1 point

*Mark only one oval.*

- 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

22. 21. A hospice may be described as a/an:? 1 point

*Mark only one oval.*

- 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

23. 22. The primary function of an extended-care unit is to provide: 1 point

*Mark only one oval.*

- 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

24. 23. The sole purpose of the medical/ professional staff organization is to: 1 point

*Mark only one oval.*

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



25. 24. The establishment of an appropriate credentialing procedure for members of the medical/professional staff should ultimately be a decision of the: 1 point

*Mark only one oval.*

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

26. 25. Insurance companies and other payors have introduced preadmission certification for elective hospital stays in order to: 1 point

*Mark only one oval.*

- 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

27. 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? 1 point

*Mark only one oval.*

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

28. 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: 1 point

*Mark only one oval.*

- A. The organization's spokesperson is the person who is most knowledgeable about the organization
- B. The CEO can use the opportunity to explore external threats to the organization
- C. These activities develop exchange relationships and are therefore crucial to the organization
- D. Consumer surveys indicate that, within the community, the CEO is the most visible spokesman for the organization

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