



Somnia Announces "The Five Rules for Choosing the Right Anesthesia Management Company" Written by Pres & CEO Marc E. Koch, MD, MBA and Exec VP & CMO Robert Goldstein, MD

New Rochelle, NY, November 27, 2007 --(PR.com)-- Executive Healthcare Management recently published an editorial featuring the expertise of Marc E. Koch, MD, MBA, President & CEO, [Somnia Inc](http://Somniainc.com) . and Robert Goldstein, MD, Executive Vice President & Chief Medical Officer, Somnia Inc.

Excerpt from "The five rules for choosing the right anesthesia management company":

The decision to use an anesthesia management company [AMC] is not an easy one. It often comes at a time when other options have been explored and proven to be incomplete, untimely or both. Using an AMC is not a magic elixir and, depending upon the issues the facility is facing and its expectations, desired outcomes may or may not be fully achievable. An AMC can very often improve situations but how much and at what operational and financial costs may be uncertain. The anesthesia predicaments faced by most institutions generally center on staffing, department development, contracting, revenue management and quality improvement. The overarching quandary, however, is how to solve these problems in the most efficient and effective ways given the fiscal constraints faced by nearly all facilities and the relative scarcity of anesthesia providers.

To read the full article please got to;
<http://www.somniainc.com>

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