

AHM-250^{Q&As}

Healthcare Management: An Introduction

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QUESTION 1

An HMO's quality assurance program must include

- A. A statement of the HMO's goals and objectives for evaluating and improving enrollees' health status
- B. Documentation of all quality assurance activities
- C. System for periodically reporting program results to the HMO's board of directors, its providers, and regulators
- D. All the above

Correct Answer: D

QUESTION 2

The following statement(s) can correctly be made about the characteristics of reports that should be provided to managers for use in managing a healthcare delivery system:

- A. Users typically need access to all the raw data used to generate reports
- B. Info
- C. Both A and B
- D. A only
- E. B only
- F. Neither A nor B

Correct Answer: D

QUESTION 3

From the following choices, choose the definition that best matches the term Screening

- A. A technique used to educate plan members on how to distinguish between minor problems and serious conditions and effectively treat minor problems themselves
- B. A technique used to determine if a health condition is present even if a member has not experienced symptoms of the problem
- C. A technique in which information about a plan member's health status, personal and family health history, and health-related behaviors is used to predict the member's likelihood of experiencing specific illnesses or injuries
- D. A technique used to evaluate the medical necessity, appropriateness, and cost-effectiveness of healthcare services for a given patient

Correct Answer: B

QUESTION 4

Which of the choices below contains the four tools used by marketers that make up the promotion mix?

- A. Advertising, personal selling, sales promotion, and publicity.
- B. Advertising, price, sales promotion, and publicity.
- C. Admissions, personal selling, sales promotion, and publicity.
- D. Advertising, personal selling, sales promotion, and privacy.

Correct Answer: A

QUESTION 5

The following sentence contains an incomplete statement with two missing words. Select the answer choice that contains the words that correctly fill in the missing blanks.

At its core, consumer choice involves empowering healthcare consumers to play a ___

- A. greater/lesser
- B. greater/greater
- C. lesser/greater
- D. lesser/lesser

Correct Answer: B

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