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### **KEY=OMAHA - LACEY MIDDLETON**

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### **OFFICIAL GAZETTE OF THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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### **TRADEMARKS**

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### **INDEX OF TRADEMARKS ISSUED FROM THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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### **COMPUTERWORLD**

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*For more than 40 years, Computerworld has been the leading source of technology news and information for IT influencers worldwide. Computerworld's award-winning Web site (Computerworld.com), twice-monthly publication, focused conference series and custom research form the hub of the world's largest global IT media network.*

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### **NURSES AND MIDWIVES IN THE DIGITAL AGE**

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### **SELECTED PAPERS, POSTERS AND PANELS FROM THE 15TH INTERNATIONAL CONGRESS IN NURSING INFORMATICS**

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**IOS Press** *Nurses and midwives must increasingly work in multi-disciplinary teams and engage with patients to navigate the data and information central to today's digitally-driven healthcare system. This book presents the proceedings of NI 2021, the 15th International Congress in Nursing Informatics. Originally planned to be held in 2020, the international year of the nurse and midwife, but postponed due to the SARS-CoV-2 pandemic, the conference, with the theme of nursing and midwifery in the digital age, was eventually held as a virtual event from 23 August to 2 September 2021, and the organizers made the decision to take advantage of its virtual nature and extend it to 9 days, with each day focusing on a different theme. This is reflected in the organization of the book, and the 212 papers included here, of which 67 are full papers with the remainder being workshop, panel, case study, and poster abstracts, are grouped into 9 sections. The papers were selected from a total of 437 submissions from more than 40 countries and cover: data analytics and the use of nursing data; digital health nursing workforce development; health policy, service delivery and ethics; informatics in clinical care; innovation and entrepreneurship in nursing; integrated and connected care; nursing information systems; patient participation and citizen involvement; and systems implementation and digital workplaces. Highlighting developments in nursing and midwifery and the way in which nurses and midwives are embracing the digital age, the book will be of interest to all those involved in healthcare today.*

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### **FEDERAL REGISTER**

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### **CASES ON HEALTHCARE INFORMATION TECHNOLOGY FOR PATIENT CARE MANAGEMENT**

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**IGI Global** *Health care organizations have made investments in health information technologies such as electronic health records, health information exchanges, and many more, which have increased the importance of Health Information Technology studies. Cases on Healthcare Information Technology for Patient Care Management highlights the importance of understanding the potential challenges and lessons learned from past technology implementations. This comprehensive collection of case studies aims to help improve the understanding of the process as well as challenges faced and lessons learned through implementation of health information technologies.*

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### **HEALTH INFORMATICS**

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### **AN INTERPROFESSIONAL APPROACH**

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**Elsevier Health Sciences** *Covering a range of skills and systems, this title prepares you for work in technology-filled clinical field. It includes topics such as clinical decision support, clinical documentation, provider order entry systems, system implementation, adoption issues, and more.*

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### **PHYSICIANS & COMPUTERS**

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### **ACCOUNTABLE CARE ORGANIZATIONS**

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### **VALUE METRICS AND CAPITAL FORMATION**

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**CRC Press** *An accountable care organization (ACO) is a healthcare organization characterized by a payment and care delivery model that seeks to tie provider reimbursements to quality metrics and reductions in the total cost of care for an assigned group of patients.*

*Accountable Care Organizations: Value Metrics and Capital Formation* explores the historical background and evolution of the ACO model as the basis for the development of the value metrics and capital formation analyses that are foundational to assessing the current efficacy and capacity for change. The book examines the four pillars of value in the healthcare industry: regulatory, reimbursement, competition, and technology in addressing the value metrics of ACOs, including requirements for capital formation, financial feasibility, and economic returns. It focuses the discussion of non-monetary value on a review of aspects of population health within the context of such objectives as improved quality outcomes and access to care. Explains why ACOs might be the cost-containment and quality improvement answer the industry has been looking for Describes the circumstances and capital structures where ACOs represent a sound investment Includes a foreword by Peter A. Pavarini, Esq. The book examines the positive externalities of the ACO model, including results for third parties outside the basic construct of the ACO contracts shared savings payments. It also discusses the potential role and opportunities for consultants in assisting their provider clients in the consideration, development, implementation, and operation of an ACO.

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## **PLUNKETT'S HEALTH CARE INDUSTRY ALMANAC**

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**Plunkett Research, Ltd.** *Plunkett's Health Care Industry Almanac* is the only complete reference to the American Health Care Industry and its leading corporations. Whatever your purpose for researching the health care field, you'll find this award-winning reference book to be a valuable guide. No other source provides this massive book's easy-to-understand comparisons of national health expenditures, emerging technologies, patient populations, hospitals, clinics, corporations, research, Medicare, Medicaid, managed care, and many other areas of vital importance. Included in the market research sections are dozens of statistical tables covering every aspect of the industry, from Medicare expenditures to hospital utilization, from insured and uninsured populations to revenues to health care expenditures as a percent of GDP. A special area covers vital statistics and health status of the U.S. population. The corporate analysis section features in-depth profiles of the "Health Care 500"; the 500 largest and most successful for-profit firms within the health care system, from the leading companies in pharmaceuticals to the major managed care companies. Details for each corporation include growth plans, divisions, subsidiaries, brand names, competitive advantage and financial results--as well as executives by title and valuable contact information such as phone, fax, website and address. Purchasers of either the book or PDF version can receive a free copy of the company profiles database on CD-ROM, enabling key word search and export of key information, addresses, phone numbers and executive names with titles for every company profiled.

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## **ABDOMINAL-PELVIC MRI**

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**John Wiley & Sons** *This landmark reference provides the most complete coverage of magnetic resonance imaging of the abdomen and pelvis, with particular emphasis on illustrating benign, malignant, and inflammatory lesions. Organized by anatomic region, the text presents brief descriptions of pathophysiology followed by detailed discussion of characteristics of the relevant organ or system. Extensively updated and revised throughout, the new third edition includes over 2,500 figures, of which more than 500 are all-new, including over 200 3T images presented throughout the organ systems. Two all-new chapters are also included, one discussing MRI in pregnancy, and another on MRI of the Breast.*

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## **BRANDS AND THEIR COMPANIES**

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## **CONSUMER PRODUCTS AND THEIR MANUFACTURERS WITH ADDRESSES AND PHONE NUMBERS**

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## **ACCELERATING THE DEVELOPMENT OF NEW DRUGS AND DIAGNOSTICS**

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## **MAXIMIZING THE IMPACT OF THE CURES ACCELERATION NETWORK: WORKSHOP SUMMARY**

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**National Academies Press** *Advances in technologies and knowledge are creating new avenues for research and opportunities for the discovery and clinical development of innovative therapies and diagnostics. However, despite these opportunities, only a small fraction of investigational products are successfully developed into cures and therapies that can be accessed by patients. One response to the ever-widening gap between the number and promise of basic scientific discoveries and the translation of those discoveries into therapies is a renewed emphasis on collaborative approaches among federal agencies, academia, and industry, all directed at the advancement of the drug development enterprise. The newly developed Cures Acceleration Network (CAN)-a part of the National Center for Advancing Translational Sciences (NCATS) within the National Institutes of Health (NIH)-has the potential to catalyze widespread changes in NCATS, NIH, and the drug development ecosystem in general. On June 4-5, 2012, the IOM Forum on Drug Discovery, Development, and Translation held, at the request of NCATS, a workshop-bringing together members of federal government agencies, the private sector, academia, and advocacy groups-to explore options and opportunities in the implementation of CAN. Accelerating the Development of New Drugs and Diagnostics: Maximizing the Impact of the Cures Acceleration Network: Workshop Summary summarizes the workshop.*

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## **EQUINE EMERGENCIES E-BOOK**

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## **TREATMENT AND PROCEDURES**

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**Elsevier Health Sciences** *Respond quickly and confidently to emergency situations with the only text dedicated entirely to equine emergency treatment. The latest edition of this reliable manual is vastly expanded to encompass a wide range of new and evolving topics in horse care, with thorough, step-by-step procedures for the most effective emergency treatment. Portable for use in the clinic or in the field and presented for the first time in full color, it's your one-source guide for complete equine emergency support. Unique focus provides your only single-source guide devoted to equine emergency management. Bulleted format makes information easily retrievable, presenting detailed procedures in concise, step-by-step outlines. 12 new chapters help you ensure biosecurity and treat a variety of increasingly common emergency conditions, including diarrheal, infectious, and zoonotic diseases. Revised Organ Systems*

section presents content in a more user-friendly, timesaving format. What to Do and What Not to Do headings identify proper care techniques and alert you to steps you should avoid. Updated drug dosage table improves treatment with accurate dosage information for many recently approved drugs. Full-color design distinguishes specific features within the text for quick reference in critical situations.

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## **CUMULATIVE LIST OF ORGANIZATIONS DESCRIBED IN SECTION 170 (C) OF THE INTERNAL REVENUE CODE OF 1954**

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### **GROUP PRACTICE JOURNAL**

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### **COMPUTERWORLD**

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## **CUMULATIVE LIST OF ORGANIZATIONS DESCRIBED IN SECTION 170 (C) OF THE INTERNAL REVENUE CODE OF 1986**

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### **MODERN HEALTHCARE**

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### **WOMEN'S HEALTH**

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### **NEW FRONTIERS IN ADVOCACY & SOCIAL JUSTICE RESEARCH**

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**CRC Press** Combine advocacy with community based participatory research to help those who can't help themselves Recent natural, man-made, and health-related threats to our well-being have created a need for researchers to develop new interventions to help the marginalized populations of the world who are most affected by these threats. *Women's Health: New Frontiers in Advocacy & Social Justice Research* explores the importance of intervention efforts when the researcher takes on the role of advocate to represent those who can't represent themselves. This unique book examines how the marginalization of community groups, including refugee women, rural women, and Indigenous women, affects their access to the programs and services they need in Australia, New Zealand, and the United States. *Women's Health: New Frontiers in Advocacy & Social Justice Research* looks at different levels of community preparation in the research process, examining implementations of the CBPR (Community Based Participatory Research) models that are specifically tailored to the needs of particular communities, including a project on cervical cancer initiated by the Indigenous women of Australia, and a five-year study of Type 2 diabetes by Hispanic women and researchers in the Western United States. The book's articles—contributed by academics, practitioners, and researchers—focus primarily on the concept that rigorous research can be conducted while still attending to the needs of community members through a more action-oriented advocacy that promotes the special interests of those members. *Women's Health: New Frontiers in Advocacy & Social Justice Research* examines: qualitative and quantitative research findings on women with refugee backgrounds in Australia and New Zealand healthcare experiences of women living in rural Victoria, Australia lay-health advocacy cost-effective options for reducing adverse health outcomes in resource-poor settings domestic violence advocacy cancer screening and treatment among Indigenous women in Queensland, Australia advocacy among Hispanic farmworkers in Southeast Idaho and much more *Women's Health: New Frontiers in Advocacy & Social Justice Research* is an important resource on the role of advocacy in community based participatory research. The book is an essential professional resource for anyone working to address social injustice in marginalized communities.

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## **DIRECTORY OF CORPORATE COUNSEL**

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### **FALL 2021 EDITION (2 VOLUMES)**

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**Wolters Kluwer Law & Business** *The Directory of Corporate Counsel, Fall 2021 Edition* remains the only comprehensive source for information on the corporate law departments and practitioners of the companies of the United States and Canada. Profiling over 30,000 attorneys and more than 12,000 companies, it supplies complete, uniform listings compiled through a major research effort, including information on company organization, department structure and hierarchy, and the background and specialties of the attorneys. This newly revised two volume edition is easier to use than ever before and includes five quick-search indexes to simplify your search: - Corporations and Organizations Index - Geographic Index - Attorney Index Law - School Alumni Index - Nonprofit Organizations Index Previous Edition: *Directory of Corporate Counsel, Spring 2021 Edition*, ISBN 9781543836479

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## **MEDICAL ECONOMICS**

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### **USA MAJOR MANUFACTURERS**

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**Business Information Agency**

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## **REFLECTIONS ON PEDIATRIC MEDICINE FROM 1943 TO 2010**

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### **ONE MAN'S ODYSSEY THROUGH THE GOLDEN YEARS OF MEDICINE—A TRUE DUAL LOVE STORY**

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**iUniverse** Come take a stroll down the memory lane of medical history. *Reflections on Pediatric Medicine from 1943 to 2010* recounts the struggles of a dedicated pediatrician as he attempts to strike a balance between a normal family life and the demands of the rapidly evolving world of modern medicine. Through vividly drawn stories compiled from a career that spans more than half a century,

author Byron Oberst takes readers on an amazing journey from the early years of medicine, when there were few specific therapies with which to treat patients, to the wonders of today. From the eradication of the scourge of polio to the miracle of antibiotics to the era of organ transplantation and body imaging, Oberst offers a rare chance to experience medical progress and discovery as it happens. Written in eight parts, each spanning a unique decade, *Reflections on Pediatric Medicine from 1943 to 2010* is an unforgettable trip down memory lane with many interesting side excursions.

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## **D & B CONSULTANTS DIRECTORY**

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### **NEBRASKA**

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### **MEDICAL ECONOMICS**

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### **DIRECTORY OF CORPORATE COUNSEL, 2020 EDITION (2 VOLS)**

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**Wolters Kluwer** *The Directory of Corporate Counsel, 2020 Edition* remains the only comprehensive source for information on the corporate law departments and practitioners of the companies of the United States and Canada. Profiling over 22,000 attorneys and more than 5,000 companies, it supplies complete, uniform listings compiled through a major research effort, including information on company organization, department structure and hierarchy, and the background and specialties of the attorneys. This newly revised 2 volume edition is easier to use than ever before and includes five quick-search indexes to simplify your search: Corporations and Organizations Index Geographic Index Attorney Index Law School Alumni Index Nonprofit Organizations Index Former 2016 -2017 Edition: ISBN 9781454871798 Former 2015 - 2016 Edition: ISBN 9781454856535 Former 2014 - 2015 Edition: ISBN 9781454843474 Former 2013 -2014 Edition: ISBN #9781454825913 Former 2012 -2013 Edition: ISBN #9781454809593 Former 2017-2018 Edition: ISBN #9781454884460 Former 2018 Mid-Year Edition: ISBN #9781454889250 Former 2019 Edition ISBN #9781543803488

### **SMITH'S ANESTHESIA FOR INFANTS AND CHILDREN E-BOOK**

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**Elsevier Health Sciences** *Written and edited by renowned experts in pediatric anesthesia, Smith's Anesthesia for Infants and Children* provides clear, concise guidance on effective perioperative care for any type of pediatric surgery. The 10th Edition contains significantly revised content throughout, bringing you fully up to date with recent advances in clinical and basic science that have led to changes in today's clinical practice. Offers comprehensive coverage of physiology, pharmacology, and clinical anesthetic management of infants and children of all ages. Contains new chapters on Airway Physiology and Development, Normal and Difficult Airway Management, Ultrasound, Acute Pain Management, Chronic Pain Management, Palliative Pain Management, Infectious Diseases, and Education; plus extensively revised content on cardiovascular physiology; induction, maintenance, and recovery; organ transplantation, and more. Features more than 100 video demonstrations, including regional anesthesia videos, echocardiograms of congenital heart lesions, anatomic dissections of various congenital heart specimens with audio explanations, various pediatric surgical operative procedures, airway management, and much more. Provides outstanding visual guidance throughout, including full-color photographs, drawings, graphs and charts, and radiographic images. Includes quick-reference appendices online: drug dosages, growth curves, normal values for pulmonary function tests, and a listing of common and uncommon syndromes. Provides an interactive question bank online for review and self-assessment.

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## **HEALTHCARE FINANCIAL MANAGEMENT**

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### **JOURNAL OF THE HEALTHCARE FINANCIAL MANAGEMENT ASSOCIATION**

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Some issues accompanied by supplements.

### **THE ROMANCE AND ADVENTURES OF ROGER KING M.D.**

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**Trafford Publishing** *This book is a tale of a young medical student who just graduated and looks forward to the daunting task of his formal training in his chosen medical specialty and how the unexpected love bug bites him to change his life forevermore. This story walks Roger King through his basic internship days and what he encountered along the way. He began a most unique pediatric training and encountered many different states of disease, and it shows how he learned to cope with them. He learns about the inherent dangers in the field of pediatrics during his sojourn, and it tells how he met and fell head over heels in love with his everything, Marylou. By necessity, he is forced to learn how to successfully multitask and to handle very important situations that most people in pediatric training never encounter. A fascinating story.*

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## **COMPUTERWORLD**

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## **THE NEBRASKA STATE MEDICAL JOURNAL**

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**EQUINE EMERGENCIES**

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**TREATMENT AND PROCEDURES**

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**TOLL-FREE PHONE BOOK USA 2006**

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**A DIRECTORY OF TOLL-FREE TELEPHONE NUMBERS FOR BUSINESSES AND ORGANIZATIONS NATIONWIDE**

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**Omnigraphics Incorporated**

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**HMO/PPO DIRECTORY**

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**DETAILED PROFILES OF U.S. MANAGED HEALTHCARE ORGANIZATIONS & KEY DECISION MAKERS**

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**Sedgwick Press**

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**MGMA CONNEXION**

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**TOLL-FREE PHONE BOOK USA**

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**A DIRECTORY OF TOLL-FREE TELEPHONE NUMBERS FOR BUSINESSES AND ORGANIZATIONS NATIONWIDE**

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**STANDARD & POOR'S REGISTER OF CORPORATIONS, DIRECTORS AND EXECUTIVES**

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*This principal source for company identification is indexed by Standard Industrial Classification Code, geographical location, and by executive and directors' names.*