

Foreword



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Consulting Editor

As I read through this issue of the *Gastrointestinal Endoscopy Clinics of North America* on practice management, a famous quotation from Coach Vince Lombardi kept coming into my mind: “When the going gets tough, the tough get going.”

It would be easy to fold under the onslaught of decreased reimbursements and managed care, increased regulatory mandates and audits, increased insurance costs, and increased costs of support personnel, equipment, and supplies, all coupled with increased demand for services and the need to provide the latest advances in a safe and humane manner. This is tough territory indeed, but many practicing gastrointestinal endoscopists have been adaptive and resilient in applying new management techniques that have allowed them to continue to provide valuable skills and services for the benefit of their patients.

I was so impressed with the program presented in August 2005 on practice management sponsored by the American Society for Gastrointestinal Endoscopy and Digestive Health Specialists of Tacoma, Washington, that I immediately asked Dr. Klaus Mergener, one of the program directors, to produce an issue of the *Clinics* on this subject. I was extremely pleased that he agreed to be a Co-Guest Editor with another leader in this field, Dr. Maurits Wiersema. With their team of experts, Drs. Mergener and Wiersema have produced a survival guide for the harried practitioner of gastrointestinal endoscopy in the current difficult environment.

Are you “tough” enough to practice gastrointestinal endoscopy in the twenty-first century? The keys to success are in these pages. Pick up a copy of this issue of the *Clinics on Practice Management* and “get going.”

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