

# **The Cleveland Clinic Way Lessons In Excellence From One Of The Worlds Leading Health Care Organizations Lessons In Excellence From One Of The Worlds Care Organizations Video Enhanced Ebook**

Using examples from his work with Disney and as a senior-level hospital executive, author Fred Lee challenges the assumptions that have defined customer service in healthcare. In this unique book, he focuses on the similarities between Disney and hospitals--both provide an "experience," not just a service. It shows how hospitals can emulate the strategies that earn Disney the trust and loyalty of their guests and employees. The book explains why standard service excellence initiatives in healthcare have not led to high patient satisfaction and loyalty, and it provides 9 1?2 principles that will help hospitals gain the competitive advantage that comes from being seen as "the best" by their own employees, consumers, and community.

Why is it that some businesses seem to get it when it comes to customer experience, while others miss it completely? The same could be said of medical practices. Doctors are constantly looking for new ways to improve their practices. The problem is they're often looking in the wrong places. Beyond Bedside Manner guides the practice to redefine the doctor-patient relationship in ways that create much more value for the doctor, the patient, and the practice. With insights gained across 3 decades of working with practices across many specialties, author Shareef Mahdavi shows the way to build the modern practice based on creating a memorable patient experience on par with our best customer experiences.

A guide that cuts through the haze of misinformation and delivers an insightful message to anyone living with or at risk from the following: cancer, diabetes, heart disease, obesity, Alzheimer's disease and /or osteoporosis. Dr Campbell illuminates the connection between nutrition and these often fatal diseases and reveals the natural human diet. He also examines the source of nutritional confusion produced by powerful lobbies, government entities and opportunist scientists. Part medical thriller, part governmental exposé.

FOREWORD BY GUY KAWASAKI Presentation designer and internationally acclaimed communications expert Garr Reynolds, creator of the most popular Web site on presentation design and delivery on the Net — [presentationzen.com](http://presentationzen.com) — shares his experience in a provocative mix of illumination, inspiration, education, and guidance that will change the way you think about making presentations with PowerPoint or Keynote. Presentation Zen challenges the conventional wisdom of making "slide presentations" in today's world and encourages you to think differently and more creatively about the preparation, design, and delivery of your presentations. Garr shares lessons and perspectives that draw upon practical advice from the fields of communication and business. Combining solid principles of design with the tenets of Zen simplicity, this book will help you along the path to simpler, more effective presentations.

One of America's top doctors reveals how AI will empower physicians and revolutionize

patient care Medicine has become inhuman, to disastrous effect. The doctor-patient relationship--the heart of medicine--is broken: doctors are too distracted and overwhelmed to truly connect with their patients, and medical errors and misdiagnoses abound. In *Deep Medicine*, leading physician Eric Topol reveals how artificial intelligence can help. AI has the potential to transform everything doctors do, from notetaking and medical scans to diagnosis and treatment, greatly cutting down the cost of medicine and reducing human mortality. By freeing physicians from the tasks that interfere with human connection, AI will create space for the real healing that takes place between a doctor who can listen and a patient who needs to be heard. Innovative, provocative, and hopeful, *Deep Medicine* shows us how the awesome power of AI can make medicine better, for all the humans involved.

When it comes to disease, who beats the odds — and why? When it comes to spontaneous healing, skepticism abounds. Doctors are taught that “miraculous” recoveries are flukes, and as a result they don’t study those cases or take them into account when treating patients. Enter Dr. Jeff Rediger, who has spent over 15 years studying spontaneous healing, pioneering the use of scientific tools to investigate recoveries from incurable illnesses. Dr. Rediger’s research has taken him from America’s top hospitals to healing centers around the world—and along the way he’s uncovered insights into why some people beat the odds. In *Cured*, Dr. Rediger digs down to the root causes of illness, showing how to create an environment that sets the stage for healing. He reveals the patterns behind healing and lays out the physical and mental principles associated with recovery: first, we need to physically heal our diet and our immune systems. Next, we need to mentally heal our stress response and our identities. Through rigorous research, Dr. Rediger shows that much of our physical reality is created in our minds. Our perception changes our experience, even to the point of changing our physical bodies—and thus the healing of our identity may be our greatest tool to recovery. Ultimately, miracles only contradict what we know of nature at this point in time. *Cured* leads the way in explaining the science behind these miracles, and provides a first-of-its-kind guidebook to both healing and preventing disease.

Eat your way to better health with this New York Times bestseller on food's ability to help the body heal itself from cancer, dementia, and dozens of other avoidable diseases. Forget everything you think you know about your body and food, and discover the new science of how the body heals itself. Learn how to identify the strategies and dosages for using food to transform your resilience and health in *Eat to Beat Disease*. We have radically underestimated our body's power to transform and restore our health. Pioneering physician scientist, Dr. William Li, empowers readers by showing them the evidence behind over 200 health-boosting foods that can starve cancer, reduce your risk of dementia, and beat dozens of avoidable diseases. *Eat to Beat Disease* isn't about what foods to avoid, but rather is a life-changing guide to the hundreds of healing foods to add to your meals that support the body's defense systems, including: Plums Cinnamon Jasmine tea Red wine and beer Black Beans San Marzano tomatoes Olive oil Pacific oysters Cheeses like Jarlsberg, Camembert and cheddar Sourdough bread The book's plan shows you how to integrate the foods you already love into any diet or health plan to activate your body's health defense systems- Angiogenesis, Regeneration, Microbiome, DNA Protection, and Immunity-to fight cancer, diabetes, cardiovascular, neurodegenerative autoimmune diseases, and other

debilitating conditions. Both informative and practical, Eat to Beat Disease explains the science of healing and prevention, the strategies for using food to actively transform health, and points the science of wellbeing and disease prevention in an exhilarating new direction.

An award-winning columnist and journalist describes how businesses that structure their teams into functional departments, or "silos," actually hinder work, cripple innovation, restrict thinking and force normally smart people to ignore risks and opportunities. --

This remarkably insightful book gives true meaning to the apocryphal moan from the pharmaceutical CEO as he traveled home after an FDA slap down: Drug development aint for sissies. Peter Kowey, MD, author of LETHAL RHYTHM, DEADLY RHYTHM and THE EMPTY NET When Roger Mills, a medical school professor, made a late-career move from academic cardiology to the pharmaceutical industry, he had no idea what the next decade would bring. At the University of Florida in the late 1990s, he had been a clinical investigator in a phase 2 trial studying the dosing and efficacy of nesiritide, which Scios Inc. was attempting to bring to the market. He joined the company in 2005, and soon became its vice president for medical affairs. Nesiritide was the biotechnology companys only product in clinical development, and after a stunning turn of events at a Food and Drug Administration meeting in 1999, company president Dick Brewer had to use all his smarts to keep the company together and reverse its fortunes. Johnson & Johnson would eventually acquire the company in 2003 for \$2.4 billion, but then found it would have to decide how to deal with safety concerns raised about the drug after two scientific publications claimed it could cause kidney failure and death. Get a revealing look at what it really takes to develop and introduce a drug to market and all the things that can go wrong in Nesiritide.

Argues that the best patient care is predicated on hospital managers assembling and engaging high-performance employees and providing them with the tools and guidelines that allow them to take personal responsibility for their results.

The founders of the Jack Welch Management Institute, a fully accredited online MBA program, present a guide to overcoming modern business challenges, with recommendations for creating effective strategies, leading others, and building a thriving career.

THE #1 NEW YORK TIMES AND WALL STREET JOURNAL BESTSELLER! "Like any business, a hospital must be true to its core values in order to succeed. 'Trickle-down values' start at the top with the best leadership, so that all the stakeholders understand and carry out the institution's mission. That is the gift that David F einberg has brought to U CLA. I am in awe of his management skills." —Lynda Resnick, owner of Pom Wonderful, Fiji Water, Teleflora, and Wonderful Pistachios "With clear purpose, unwavering principles, and steadfast leadership, the people at UCLA have established a new bar, a compelling promise, for what healthcare can and should be." —David M. Lawrence, M.D., former CEO, Kaiser Permanente "An absorbing and educational account of a large institution's astonishing transformation. The strong, courageous, and focused leadership of David Feinberg and his outstanding team is evident on every page. A tremendous lesson for all large enterprises." —William E. Simon, Jr., cochairman, William E. Simon & Sons "Most leadership authors describe how to apply common-sense principles. Michelli is a notable exception. He artfully describes the

compelling, uncommon leadership practices that transformed UCLA Health System. The resulting lessons are plentiful and powerful for today's business leader." —Lee J. Colan, Ph.D., author of *Sticking to It: The Art of Adherence* About the Book: Joseph Michelli, author of *The Starbucks Experience* and *The New Gold Standard*, is among the world's top authorities on the principles of creating an organizational culture dedicated to service excellence. In these bestselling books, he examines how leading service companies dominate their respective industries with innovative customer experience strategies. Now, Michelli turns his attention to one of the most complex, controversial, and critical industries—healthcare. In *Prescription for Excellence*, Michelli provides an inside look at an organization that has become the envy of its industry—and explains how you can dominate your own industry by using the same approach. UCLA Health System is revered worldwide for its top-tier patient/customer care. Great physicians, nurses, researchers, and staff are only part of the equation; UCLA's overall success is a result of organization-wide collaboration that is driven by leaders with a shared vision of unyielding excellence. Michelli breaks down UCLA's approach into five simple principles: Commit to Care Leave No Room for Error Make the Best Better Create the Future Service Serves Us From administrative offices to operating rooms to research centers, continued adherence to these five principles has guided UCLA to financial strength, social significance, and sustainability. The best part is that these principles translate to any industry, so you, too, can achieve similar goals. Michelli gives you the tools to adapt UCLA's ideas, systems, and leadership principles into your own best practices. Whether it is a healthcare organization, a financial institution, or a neighborhood hair salon, good business begins and ends with customer connection. When all workers in an organization focus on providing quality care for those they serve, success inevitably follows. Business is always personal; UCLA's leadership ensures that this simple truth drives every UCLA employee, every day. Apply the lessons Michelli spells out in *Prescription for Excellence* to create a system that ensures that your people take business personally, day in and day out.

#### THE PROVEN MODEL FOR DRIVING POSITIVE ORGANIZATIONAL CHANGE

Cleveland Clinic has long been recognized for driving some of the best clinical outcomes in the nation, but it was not always a leader in patient experience. There was a time when this revered organization ranked among the lowest in the country in this area. Within ten years, however, it had climbed to among the highest and has emerged as the thought leader in the space. How did Cleveland Clinic turn itself around so effectively and so quickly? More important, how can you do the same with your organization? In gripping, visceral, on-the ground fashion, *Service Fanatics* reveals the strategies and tactics the Clinic applied to become one of today's leading patient-experience healthcare organizations--methods that seamlessly translate to any business seeking to improve its customer experience. This strategic guide covers: How the Clinic's leaders redefined the concept of patient experience and developed a strategy to improve it Critical lessons learned regarding organization, recruitment, training, and measuring service excellence Ways in which the Clinic aligned its entire workforce around its Patients First strategy How leaders improved the critical element of physician communication Rather than view patients simply as sick people who need treatment, Cleveland Clinic sees them also as important stakeholders in the organization's success. Patients are customers--who desire, pay for, and deserve the

best possible care and experience during what is often a challenging time in their lives. Featuring customer service case studies, as well as invaluable insight from C-level executives at top corporations in various industries, Service Fanatics provides actionable lessons for any manager and business leader beyond healthcare. Whether you run a healthcare institution, nonprofit, or for-profit business, Service Fanatics will help you create the kind of customer experience that promises to transform your organization into an industry powerhouse. PRAISE FOR SERVICE FANATICS: "This is an important and very timely book. Dr. Merlino reminds us that the complexities of the global healthcare challenge must never obscure our primary focus on the patient and patient experience. This is the story of one of the world's leading medical centers going through transformation without losing sight of its true mission." -- Alex Gorsky, chairman and CEO of Johnson & Johnson "Merlino gives a behind-the-scenes account of how Cleveland Clinic, traditionally known for medical excellence, transformed itself to put equal focus on the patient experience. . . . For all healthcare leaders leading a similar transformation, this book will be an indispensable guide to the journey ahead." -- Dan Heath , coauthor of the New York Times bestsellers Made to Stick, Switch, and Decisive "Jim's passion has created a movement to refocus the healthcare system's design, process, and culture on the patient. It resonates on every page of this book. Service Fanatics is the definitive resource for leaders seeking to put the patient at the center of their organizations." -- Pat Ryan, CEO of Press Ganey "Service Fanatics is upfront about just how hard it is to change a culture so that it becomes truly customer-centric--then tells you how you can do it anyway. . . . A great read that's also making me smarter about patient experience." -- Harley Manning, Forrester.com

We can all point to random examples of innovation inside of healthcare information technology, but few repeatable processes exist that make innovation more routine than happenstance. How do you create and sustain a culture of innovation? What are the best practices you can refine and embed as part of your organization's DNA? What are the potential outcomes for robust healthcare transformation when we get this innovation mystery solved? Loaded with numerous case studies and stories of successful innovation projects, this book helps the reader understand how to leverage innovation to help fulfill the promise of healthcare information technology in enabling superior business and clinical outcomes.

This is the future. Join the revolution. Transform your organization the Cleveland Clinic way. "One of the best healthcare systems in the world." President Barack Obama American healthcare is in crisis. It doesn't have to be. There's a revolution going on right now. On the frontiers of medicine, some doctors have developed an approach for treating people that is more effective, more humane, and more affordable. It's an approach to healthcare that has captured the attention of the media and business elite--and the President of the United States. It's all happening at Cleveland Clinic, one of the most innovative, forward-looking medical institutions in the nation. In this groundbreaking book, the man who leads this global organization, Toby Cosgrove, MD, reveals how the Clinic works so well and argues persuasively for why it should be the model for the nation. He details how Cleveland Clinic focuses on the eight key trends that are shaping the future of medicine. Readers will learn: Why group practices provide not only better--but cheaper--care Why collaborative medicine is more effective How big data can be harnessed to improve the quality of care and lower costs How cooperative

practices can be the wellspring of innovation Why empathy is crucial to better patient outcomes Why wellness of both mind and body depends on healthcare, not sickcare How care is best provided in different settings for greater comfort and value How tailor-made care treats a person instead of a disease This enhanced eBook includes 8 videos that include interviews with the doctors and executives who helped shape the Cleveland Clinic's successful strategy. It also includes visuals of patients/doctor interactions and the hospital's facilities. At its core is Cleveland Clinic's emphasis on patient care and patient experience. A refreshingly positive and practical vision of healthcare, The Cleveland Clinic Way is essential reading for healthcare and business executives, medical professionals, industry analysts, and policymakers. It gives leaders lessons they can apply to their own organizations to achieve results and empowers average Americans to make more informed healthcare decisions. PRAISE FOR THE CLEVELAND CLINIC WAY "A brilliant doctor and leader lays out practical and thought-provoking prescriptions for America's healthcare future. A must-read." -- Jack Welch, former Chairman and CEO of General Electric Company "The Cleveland Clinic Way is what the healthcare system in this country needs: honesty about the challenges, optimism about our ability to address them, and a focus on solutions. A must-read for healthcare leaders, it's written in clear, inclusive language that makes it just as valuable for the rest of us." -- John Chambers, Chairman and CEO of Cisco "A pioneer in American healthcare, Toby Cosgrove shows just how the diligence and innovative thinking behind Cleveland Clinic has helped solve fundamental problems most other places barely touch. There are lessons here for everyone--patient, physician, and policymaker alike." -- Atul Gawande, MD, professor at Harvard Medical School and bestselling author of The Checklist Manifesto "Toby Cosgrove frames the eight important trends that will transform the U.S. healthcare system. The Cleveland Clinic Way is a good road map for those who want to make the U.S. healthcare system better." -- Jeffrey Immelt, Chairman and CEO of General Electric Company

Care and support affects a large number of people: eight out of 10 people aged 65 will need some care and support in their later years; some people have impairments from birth or develop them during their working life; some 5 million people care for a friend or relative, some for more than 50 hours a week. The current system does not offer enough support until a crisis point is reached, the quality of care is variable and inconsistent, and the growing and ageing population is only going to increase the pressure. Consequently, two core principles lie at the heart of this White Paper. The first is that individuals, communities and Government should do everything possible to prevent, postpone and minimise people's need for formal care and support. The system should be built around the promotion of people's independence and well-being. The second principle is that people should be in control of their own care and support, with personal budgets and direct payments, backed by clear, comparable information and advice that will allow individuals and their carers to make the choices that are right for them. This paper sets out the principles and approach, with sections covering: strengthening support within communities; housing; better information and advice; assessment, eligibility and portability for people who use care services; carers' support; defining high-quality care; improving quality; keeping people safe; a better local care market; workforce; personalised care and support; integration and joined-up care.

Victoria Sweet's new book, SLOW MEDICINE, is on sale now! For readers of Paul

Kalanithi's *When Breath Becomes Air*, a medical "page-turner" that traces one doctor's "remarkable journey to the essence of medicine" (The San Francisco Chronicle). San Francisco's Laguna Honda Hospital is the last almshouse in the country, a descendant of the Hôtel-Dieu (God's hotel) that cared for the sick in the Middle Ages. Ballet dancers and rock musicians, professors and thieves—"anyone who had fallen, or, often, leapt, onto hard times" and needed extended medical care—ended up here. So did Victoria Sweet, who came for two months and stayed for twenty years. Laguna Honda, relatively low-tech but human-paced, gave Sweet the opportunity to practice a kind of attentive medicine that has almost vanished. Gradually, the place transformed the way she understood her work. Alongside the modern view of the body as a machine to be fixed, her extraordinary patients evoked an older idea, of the body as a garden to be tended. *God's Hotel* tells their story and the story of the hospital itself, which, as efficiency experts, politicians, and architects descended, determined to turn it into a modern "health care facility," revealed its own surprising truths about the essence, cost, and value of caring for the body and the soul.

Revealing that modern medicine's methods are often more dangerous than the diseases they are designed to diagnose and treat, Dr. Mendelsohn explains the risks of annual physical examinations, drugs, and unnecessary surgery, and compares home and hospital births

The New York Times bestselling guide to the lifesaving diet that can both prevent and help reverse the effects of heart disease Based on the groundbreaking results of his twenty-year nutritional study, *Prevent and Reverse Heart Disease* by Dr. Caldwell Esselstyn illustrates that a plant-based, oil-free diet can not only prevent the progression of heart disease but can also reverse its effects. Dr. Esselstyn is an internationally known surgeon, researcher and former clinician at the Cleveland Clinic and a featured expert in the acclaimed documentary *Forks Over Knives*. *Prevent and Reverse Heart Disease* has helped thousands across the country, and is the book behind Bill Clinton's life-changing vegan diet. The proof lies in the incredible outcomes for patients who have followed Dr. Esselstyn's program, including a number of patients in his original study who had been told by their cardiologists that they had less than a year to live. Within months of starting the program, all Dr. Esselstyn's patients began to improve dramatically, and twenty years later, they remain free of symptoms. Complete with more than 150 delicious recipes perfect for a plant-based diet, the national bestseller *Prevent and Reverse Heart Disease* explains the science behind the simple plan that has drastically changed the lives of heart disease patients forever. It will empower readers and give them the tools to take control of their heart health.

Success is not reserved for the smartest or most talented--it's earned by those who want it the most. Heart conquers all and the triumphant always go all in, never settling for anything less than their best effort. As a leading heart transplant surgeon, Dr. Brian Lima's life story is a testament to that mantra. He's living proof that slow and steady still wins the race, and that the American Dream is alive and well. He persevered through countless challenges growing up in a Cuban immigrant family and defied the odds every step of the way. To fulfill his impossible dream, Dr. Lima opted for the road less traveled, enduring nearly twenty years of rigorous education and surgical training at some of the most prestigious institutions in the world. In *Heart to Beat*, Dr. Lima shares the lessons learned throughout his improbable rise to the pinnacle of success in the

medical field. He breaks down the keys to advancing well beyond your comfort zone and perceived limitations, regardless of your field of interest. No dream is too far-fetched and his Heart Way approach to life will help unleash your full potential and surpass your wildest expectations!

**Movement Disorders: Challenging Cases** is unique in capturing both the “human element” of Movement Disorders, from the perspective of patient and clinician. Additionally it offers a “case-based” format that walks the reader through how a patient presents, what the challenges are, and what is the on-going thought process in the clinician's mind. Clinical case studies have long been recognized as a useful adjunct to problem-based learning and continuing professional development. **Movement Disorders** collects over 70 of the most memorable and challenging movement disorders from the world's leading authorities in this specialty. Compelling case vignettes covering the entire phenomenology of movement disorders are presented succinctly but descriptively to walk the reader through the diagnostic process—much like being in the examining room with a master clinician. Each case follows a set format consisting of four sections: The Case; The Approach; The Lesson; Reference and Suggested Readings. Imaging findings and other illustrations amplify the discussion where pertinent. An appendix with assessment scales and MD classification tables further enhances the utility of the book as a teaching and learning tool for clinicians.

NY Times best-selling author Dr. Michael Roizen reveals how the food choices you make each day--and when you make them--can affect your health, your energy, your sex life, your waistline, your attitude, and the way you age. What if eating two cups of blueberries a day could prevent cancer? If drinking a kale-infused smoothie could counteract missing an hour's worth of sleep? When is the right time of day to eat that chocolate chip cookie? And would you actually drink that glass of water if it meant skipping the gym? This revolutionary guide reveals how to use food to enhance our personal and professional lives--and increase longevity to boot. **What to Eat When** is not a diet book. Instead, acclaimed internist Michael Roizen and preventive medicine specialist Michael Crupain offer readers choices that benefit them the most--whether it's meals to help them look and feel younger or snacks that prevent diseases--based on the science that governs them.

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Used across the public health field, this is the leading text in the area, focusing on the context, participants and processes of making health policy.

The best strategies in healthcare begin with empathy Revolutionary advances in medical knowledge have caused doctors to become so focused on their narrow fields of expertise that they often overlook the simplest fact of all: their patients are suffering. This suffering goes beyond physical pain. It includes the fear, uncertainty, anxiety, confusion, mistrust, and waiting that so often characterize modern healthcare. One of healthcare's most acclaimed thought leaders, Dr. Thomas H. Lee shows that world-class medical treatment and compassionate care are not mutually exclusive. In *An Epidemic of Empathy in Healthcare*, he argues that we must have it both ways—that combining advanced science with empathic care is the only way to build the health systems our society needs and deserves. Organizing providers so that care is compassionate and coordinated is not only the right thing to do for patients, it also forms the core of strategy in healthcare's competitive new marketplace. It provides business advantages to organizations that strive to reduce human suffering effectively, reliably, and efficiently. Lee explains how to develop a culture that treats the patient, not the malady, and he provides step-by-step guidance for unleashing an "epidemic of empathy" by:

- Developing a shared understanding of the overarching goal—meeting patients' needs and reducing their suffering
- Making empathic care a social norm rather than the focus of economic incentives
- Pinpointing and addressing the most significant causes of patient suffering
- Collecting and using data to drive improvement

Healthcare is entering a new era driven by competition on value—meeting patients' needs as efficiently as possible. Leaders must make the choice either to move forward and build a new culture designed for twenty-first-century medicine or to maintain old models and practices and be left behind. Lee argues that empathic care resonates with the noblest values of all clinicians. If healthcare organizations can help caregivers live up to these values and focus

on alleviating their patients' suffering, they hold the key to improving value-based care and driving business success. Join the compassionate care movement and unleash an epidemic of empathy! Thomas H. Lee, MD, is Chief Medical Officer of Press Ganey, with more than three decades of experience in healthcare performance improvement as a practicing physician, leader in provider organizations, researcher, and health policy expert. He is a Professor (Part-time) of Medicine at Harvard Medical School and Professor of Health Policy and Management at the Harvard School of Public Health.

Unlock the secret to groundbreaking innovation with this game-changing guide Innovation means putting ideas to work. It is a discipline that can be learned, practiced, and leveraged to propel meaningful transformation and sustainable success, and it is proving to be the margin of difference in the largest concentrated sector of our economy: healthcare. This is where the stakes may be highest because the transcendent ideas that come from the patient bedside or laboratory bench don't just translate to a bottom line, they improve and extend human life. Since its inception in 1921, Cleveland Clinic has been at the forefront of life-saving innovations in healthcare, pioneering a new model of care, advancing surgical techniques, and developing cutting-edge medical technologies. It has revolutionized the industry with a proven and tested working model for mission-driven, results-oriented success—one that is applicable to industries beyond healthcare. In *Innovation the Cleveland Clinic Way*, Thomas J. Graham, MD, describes the Clinic's unique approach. Learn:

- How to align the innovation strategy with your organization's mission
- How to identify your organization's innovation assets and put them to work
- How to foster collaboration within and across teams to spark creative ideation
- The process of taking "napkin ideas" through successful commercialization
- The most common innovation pitfalls and how to avoid and address them
- Cleveland Clinic's 10 commandments of innovation and the six degrees of innovation

Packed with enterprising solutions and inspiring examples, this practical guide will equip any individual or institution seeking to affect purposeful transformation. Use these best practices to put ideas to work and turn yours into a high-innovation organization. Thomas J. Graham, MD, is the Chief Innovation Officer of Cleveland Clinic and Vice Chairman of Orthopedic Surgery. A prolific inventor with nearly 50 worldwide patents and a serial entrepreneur, he is a renowned orthopaedic surgeon whose practice is the premier destination for the care of the professional athlete's hand and wrist. He is regularly recognized as one of "America's Best Doctors."

A proven working model of healthcare IT as a transformative clinical and business engine—from one of the world's leading healthcare organizations Exciting new technology is revolutionizing healthcare in the twenty-first century. This visionary guide by Cleveland Clinic's esteemed CIO shows you how to design, implement, and maximize your organization's IT systems to deliver fully integrated, coordinated, high-quality care. You'll learn how to:

- Collaborate with

patients: Track and monitor patients' progress and communicate with them any time, anywhere. • Coordinate multiple caregivers and care teams: Build a network of communication among healthcare professionals across disciplines in different locations who are working on a single patient case; and integrate various IT systems into a fully functioning network. • Optimize electronic medical records: Quickly pull up and share patient histories, test results, and other essential data to provide timely care; and expand real-time access to clinical data and research. • Use IT for competitive advantage: Enable live chats, virtual visits, and online second opinions; create a content-rich, user-friendly website; build a social media strategy that engages patients and caregivers alike. Using the latest advancements in IT, you'll be able to access and apply a wide range of online tools and field-tested strategies to any organization. Go behind the scenes at Clinic Cleveland to see how caregivers executed their IT strategy in a working environment—and how patients benefitted as a result. You'll find simple but powerful ways to expand your IT network and provide personal, one-on-one care to all of your patients, anywhere in the world. By connecting your patients with caregivers—and caregivers with each other—you'll be better equipped to diagnose conditions, recommend treatments, and monitor patients in ways that weren't even possible 10 years ago. And you'll see a vision of where IT is headed in the Internet of Healthcare. This is the future of healthcare. It's on your computer, your phone, your tablet, your network, and the world wide web. It's the IT advantage that makes organizations like Cleveland Clinic so successful—and patients healthier and happier. It's about time. IT's About Patient Care.

Put relationship-centered communication at the forefront of care Today, physicians face a hypercompetitive marketplace in which they must meet unique and complex patient needs as efficiently as possible. But in a culture prioritizing clinical outcomes above all, there can be a tendency to lose sight of one of the most critical aspects of providing effective care: the communication skills that build and foster physician-patient relationships. Studies have shown that good communication between doctors and patients and among all caregivers who interface with patients directly results in better clinical outcomes, reduced costs, greater patient satisfaction, and lower rates of physician burnout. In *Communication the Cleveland Clinic Way*, Dr. Adrienne Boissy and her team tell the story of how Cleveland Clinic created and applied the R.E.D.E. to Communicate: Foundations of Healthcare program, making the world-renowned hospital system a leader in relationship-centered care. They provide a step-by-step guide for healthcare leaders and decision-makers to design, develop, and implement communication skills training in their own institutions. Learn how to: • Craft an effective, colleague-supported communication skills program to include veteran physicians, residents, and medical students • Leverage creative program design and data transparency to engage and facilitate staff physicians and advanced care providers • Identify common misperceptions and myths in healthcare communication and respond to them successfully • Cultivate a true sense of empathy—with patients and fellow caregivers alike—while maintaining professionalism In a field where difficult conversations and stressful relationships are commonplace, clinicians need a structured approach to enable them to deliver the best care possible. *Communication the Cleveland Clinic Way* is the blueprint for establishing a relationship-centered program that will improve patient experience, reinvigorate doctors' passion for their work, and elevate any organization.

**INSTANT NEW YORK TIMES BESTSELLER** The only definitive book authored by Wim Hof on his powerful method for realizing our physical and spiritual potential. “This method is very simple, very accessible, and endorsed by science. Anybody can do it, and there is no dogma, only acceptance. Only freedom.” —Wim Hof Wim Hof has a message for each of us: “You can literally do the impossible. You can overcome disease, improve your mental health and physical performance, and even control your physiology so you can thrive in any stressful situation.” With The Wim Hof Method, this trailblazer of human potential shares a method that anyone can use—young or old, sick or healthy—to supercharge their capacity for strength, vitality, and happiness. Wim has become known as “The Iceman” for his astounding physical feats, such as spending hours in freezing water and running barefoot marathons over deserts and ice fields. Yet his most remarkable achievement is not any record-breaking performance—it is the creation of a method that thousands of people have used to transform their lives. In his gripping and passionate style, Wim shares his method and his story, including:

- **Breath**—Wim’s unique practices to change your body chemistry, infuse yourself with energy, and focus your mind
- **Cold**—Safe, controlled, shock-free practices for using cold exposure to enhance your cardiovascular system and awaken your body’s untapped strength
- **Mindset**—Build your willpower, inner clarity, sensory awareness, and innate joyfulness in the miracle of living
- **Science**—How users of this method have redefined what is medically possible in study after study
- **Health**—True stories and testimonials from people using the method to overcome disease and chronic illness
- **Performance**—Increase your endurance, improve recovery time, up your mental game, and more
- **Wim’s Story**—Follow Wim’s inspiring personal journey of discovery, tragedy, and triumph
- **Spiritual Awakening**—How breath, cold, and mindset can reveal the beauty of your soul

Wim Hof is a man on a mission: to transform the way we live by reminding us of our true power and purpose. “This is how we will change the world, one soul at a time,” Wim says. “We alter the collective consciousness by awakening to our own boundless potential. We are limited only by the depth of our imagination and the strength of our conviction.” If you’re ready to explore and exceed the limits of your own potential, The Wim Hof Method is waiting for you.

The definitive guide to heart health from two of America's most respected doctors at Cleveland Clinic, the #1 hospital for heart health in America. Are you one of the eighty-two million Americans currently diagnosed with cardiovascular disease—or one of the millions more who think they are healthy but are at risk? Whether your goal is to get the best treatment or stay out of the cardiologist’s office, your heart's health depends upon accurate information and correct answers to key questions. In *Heart 411*, two renowned experts, heart surgeon Marc Gillinov and cardiologist Steven Nissen, tackle the questions their patients have raised over their decades of practice: Can the stress of my job really lead to a heart attack? How does exercise help my heart, and what is the right amount and type of exercise? What are the most important tests for my heart, and when do I need them? How do symptoms and treatments differ among men, women, and children? Backed by decades of clinical experience and up-to-the-minute research, yet written in the accessible, down-to-earth tone of your trusted family doctor, *Heart 411* cuts through the confusion to give you the knowledge and tools you need to live a long and heart-healthy life.

Geneen Roth, author of the #1 New York Times bestseller *Women Food and God*, explains how to take the journey to find one’s own best self in this “beautiful, funny, deeply relevant” (Glennon Doyle) collection of personal reflections. With an introduction by Anne Lamott, *This Messy Magnificent Life* is a personal and exhilarating read on freeing ourselves from daily anxiety, lack, and discontent. It’s a deep dive into what lies behind our self-criticism, whether it is about the size of our thighs, the expression of our thoughts, or the shape of our ambitions. And it’s about stopping the search to fix ourselves by realizing that on the other side of the “Me Project” is spaciousness, peace, and the capacity to reclaim one’s power and joy. This

Messy Magnificent Life explores the personal beliefs, hidden traumas, and social pressures that shape not just women's feelings about their bodies but also their confidence, choices, and relationships. After years of teaching retreats and workshops on weight, money, and other obsessions, Roth realized that there was a connection that held her students captive in their unhappiness. With laugh-out-loud humor, compassion, and dead-on insight she reveals the paradoxes in our beliefs and shows how to move beyond our past to build lives that reflect our singularity and inherent power. This Messy Magnificent Life is a brilliant, bravura meditation on who we take ourselves to be, what enough means in our gotta-get-more culture, and being at home in our minds and bodies.

America's health care system has become too complex and costly to continue business as usual. Best Care at Lower Cost explains that inefficiencies, an overwhelming amount of data, and other economic and quality barriers hinder progress in improving health and threaten the nation's economic stability and global competitiveness. According to this report, the knowledge and tools exist to put the health system on the right course to achieve continuous improvement and better quality care at a lower cost. The costs of the system's current inefficiency underscore the urgent need for a systemwide transformation. About 30 percent of health spending in 2009--roughly \$750 billion--was wasted on unnecessary services, excessive administrative costs, fraud, and other problems. Moreover, inefficiencies cause needless suffering. By one estimate, roughly 75,000 deaths might have been averted in 2005 if every state had delivered care at the quality level of the best performing state. This report states that the way health care providers currently train, practice, and learn new information cannot keep pace with the flood of research discoveries and technological advances. About 75 million Americans have more than one chronic condition, requiring coordination among multiple specialists and therapies, which can increase the potential for miscommunication, misdiagnosis, potentially conflicting interventions, and dangerous drug interactions. Best Care at Lower Cost emphasizes that a better use of data is a critical element of a continuously improving health system, such as mobile technologies and electronic health records that offer significant potential to capture and share health data better. In order for this to occur, the National Coordinator for Health Information Technology, IT developers, and standard-setting organizations should ensure that these systems are robust and interoperable. Clinicians and care organizations should fully adopt these technologies, and patients should be encouraged to use tools, such as personal health information portals, to actively engage in their care. This book is a call to action that will guide health care providers; administrators; caregivers; policy makers; health professionals; federal, state, and local government agencies; private and public health organizations; and educational institutions.

Management Lessons from Mayo Clinic reveals for the first time how this complex service organization fosters a culture that exceeds customer expectations and earns deep loyalty from both customers and employees. Service business authority Leonard Berry and Mayo Clinic marketing administrator Kent Seltman explain how the Clinic implements and maintains its strategy, adheres to its management system, executes its care model, and embraces new knowledge - invaluable lessons for managers and service providers of all industries. Drs. Berry and Seltman had the rare opportunity to study Mayo Clinic's service culture and systems from the inside by conducting personal interviews with leaders, clinicians, staff, and patients, as well as observing hundreds of clinician-patient interactions. The result is a book about how the Clinic's business concept produces stellar clinical results, organizational efficiency, and interpersonal service. By examining the operating principles that guide every management decision at this legendary healthcare institution, the authors Demonstrate how a great service brand evolves from the core values that nourish and protect it Extrapolate instructive business lessons that apply outside healthcare Illustrate the benefits of pooling talent and encouraging teamwork Relate historical events and perspectives to the present-day Mayo Clinic Share

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service excellence in any organization.  
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