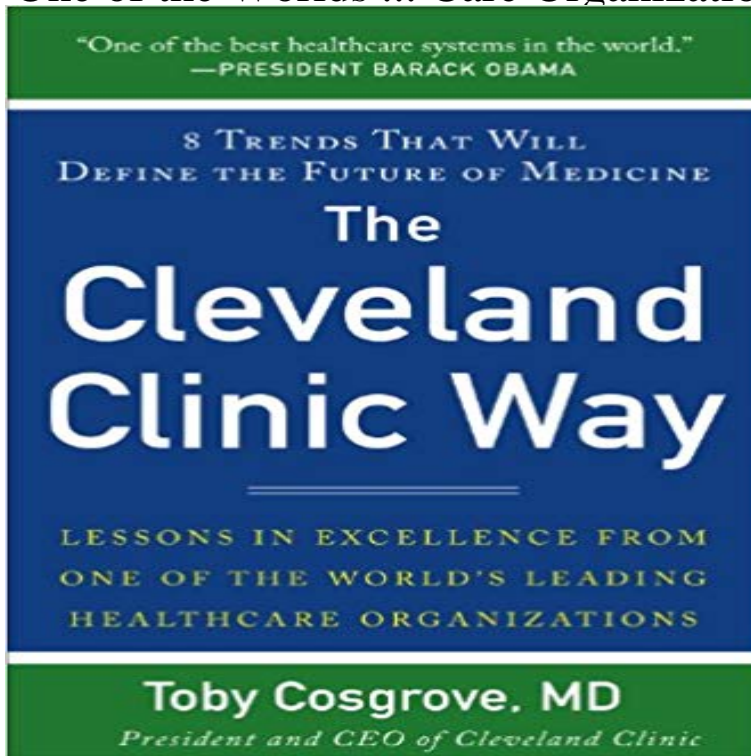


The Cleveland Clinic Way: Lessons in Excellence from One of the Worlds Leading Health Care Organizations: Lessons in Excellence from One of the Worlds ... Care Organizations VIDEO ENHANCED EBOOK



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 doesnt have to be. The Cleveland Clinic Way is a blueprint for fixing whats wrong with healthcare and is a must-read for every leader seeking to transform his or her organization. Theres 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. Its an approach to healthcare that has captured the attention of the media and business elite--and the President of the United States. Its 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 At its core is Cleveland Clinics 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 Americas 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, its 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

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