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A #1 bestseller on Amazon for early childhood education with more than half a million copies in print, Teach Your Child to Read in

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100 Easy Lessons will give your child the reading skills needed now for a better chance at tomorrow, while bringing you and your child closer together. Is your child halfway through first grade and still unable to read? Is your preschooler bored with coloring

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and ready for reading? Do you want to help your child read, but are afraid you'll do something wrong? Teach Your Child to Read in 100 Easy Lessons is a complete, step-by-step program that shows parents simply and clearly how to teach their children

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to read. Twenty minutes a day is
all you need, and within 100
teaching days your child will be

reading on a solid second-grade
reading level. It's a sensible, easy-
to-follow, and enjoyable way to
help your child gain the essential
skills of reading. Everything you

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need is here—no paste, no scissors, no flash cards, no complicated directions—just you and your child learning together. One hundred lessons, fully illustrated and color-coded for clarity, give your child the basic and more advanced skills needed to become a good reader.

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© Gary Enticess

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

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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

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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

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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

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E. Simon & Sons “ Most leadership
World S Most Admired Service
authors describe how to apply

Organizations
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

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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

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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.

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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

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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

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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

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Better Create the Future Service
World's Most Admired 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

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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,

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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

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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.

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Mayo Clinic Strategies to Reduce

Burnout: 12 Actions to Create the

Ideal Workplace tells the story of

the evolving journey of those in

the medical profession. It dwells

not on the story of burnout,
distress, compassion fatigue, moral
injury, and cognitive dissonance

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but rather on a narrative of hope
for professional fulfillment, well-
being, joy, and camaraderie.

Achieving this aim requires health
care professionals and
administrative leaders working
together to create the ideal
workplace-through nurturing

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positivity and pushing negativity
aside. The ultimate aspiration is
esprit de corps-the common spirit
existing in members of a group
that inspires enthusiasm, devotion,
loyalty, camaraderie, engagement,
and strong regard for the welfare
of the team and of common

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interests and responsibilities.

World's Most Admired Service
Organizations
Mayo Clinic Strategies to Reduce
Burnout: 12 Actions to Create the

Ideal Workplace provides a road
map for you to create esprit de
corps for your team and
organization. The map is paved
with information about reliable,

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psychologically safe and just

cultures. The authors drew on
their extensive research on the
well-being of health care

professionals; from their
experience in quality, department

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operations, leadership and
organization development,
management, safe havens, and

care teams; and from their roles as

president, chief wellness officer,

chief quality officer, chair,

principal investigator, senior

fellow, and board director.

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The preeminent doctor and
bioethicist Ezekiel Emanuel is
repeatedly asked one question:

Which country has the best
healthcare? He set off to find an
answer. The US spends more than
any other nation, nearly \$4 trillion,
on healthcare. Yet, for all that

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expense, the US is not ranked #1
-- not even close. In Which

Country Has the World's Best

Healthcare? Ezekiel Emanuel

profiles eleven of the world's

healthcare systems in pursuit of

the best or at least where

excellence can be found. Using a

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Organizations
professionals, patients, and

policymakers alike to know which
systems perform well, and why,

and which face endemic problems.

From Taiwan to Germany,

Australia to Switzerland, the most

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inventive healthcare providers
World's Most Admired Service
tackle a global set of challenges --

in pursuit of the best healthcare in
Organizations
the world.

A Global Quest for Better,

Cheaper, and Fairer Health Care

Mayo Clinic Internal Medicine

Board Review

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Geek Doctor
World's Most Admired Service

Faith, Hope, Science
Organizations
Leading Strategic Change in an Era

of Healthcare Transformation

Becoming Dr. Q

Understand Consumer Psychology to

Drive Profits and Growth Want to

know exactly what's driving your

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customer's behavior? NOW YOU CAN!
World's Most Admired Service
The Customer Service Solution

Organizations
*explains how consumers perceive
services and shows you how to enhance
the customer experience--every time. In
this economic climate, the customer
service experience is more critical than*

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*ever. Most leading service firms
advocate the TLC mantra: Think Like a
Customer. That's a good practice, but*

*first you have to understand what your
customer is thinking and feeling.*

*Today's business leaders cannot afford
to neglect the psychological principles*

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that govern customer satisfaction and long-term loyalty. What are the factors that really determine customer

satisfaction? Two of the nation's

leading authorities on service

psychology, Sriram Dasu and Richard

Chase, have written this

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*groundbreaking guide that identifies
and demystifies the psychological
triggers behind customer behavior.*

*You'll go where customer satisfaction
surveys, mystery shoppers, and focus
groups can't--and learn exactly why
customers respond and behave the way*

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they do. With findings drawn from behavioral science research, this book provides all the tools you need to evaluate your current service platforms and design future strategies to enhance customer perceptions positively and drive your sales. The Customer Service

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Solution illustrates why even companies with high levels of satisfaction are missing tremendous opportunities by neglecting the emotional elements that govern consumer interactions. This book will show you how to: Shape and manage

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*customer perceptions Understand
implicit versus explicit outcomes*

Develop the roles of control and choice

among buyers Design emotionally

intelligent processes Build trust among

customers Whatever your business may

be--healthcare, hospitality, financial

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services, e-commerce, and more--this

World's Most Admired Service

Organizations
book is an essential tool to help you

increase profits by leveraging your

company's customer experience.

PRAISE FOR THE CUSTOMER

SERVICE SOLUTION: "Harnessing
the power of emotions will help to drive

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*an exceptional customer experience
World's Most Admired Service
Organizations
creating customers for life to help your
business thrive. Finally, a guide to help*

us better understand how to do this." --

James Merlino, MD, Chief Experience

Officer, Cleveland Clinic "Required

reading for anyone designing a service

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encounter." -- James Heskett,

*Professor Emeritus, Harvard Business
School, coauthor of The Service Profit*

*Chain and Service Future "I have
always known that our customers shop
with us because they want to, not
because they have to. How to make*

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*them want to is the secret that this
great book unlocks." -- Kevin Davis,
President and CEO, Bristol Farms*

*"[Dasu and Chase] share easy-to-
understand ideas and guidance to
operations managers who typically do
not think about the psychology of*

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customers in designing their services."

*-- Mary Jo Bitner, PhD, Professor and
Executive Director, Center for Services
Leadership, W. P. Carey School,
Arizona State University "Dasu and
Chase provide an excellent set of ideas
for delivering emotional customer*

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*service experiences through systems
and operations." -- Rodolfo Medina,
Vice President, Marketing &*

*Commercial, Rock in Rio "This book
provides valuable insights to managing
and molding the customer's emotional
journey, leading to ultimate*

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satisfaction and sustainable loyalty." --

*Ali V. Kasikci, Regional Managing
Director, Orient-Express*

*Management Lessons from Mayo
Clinic reveals for the first time how
this complex service organization
fosters a culture that exceeds customer*

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*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*

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management system, executes its care model, and embraces new knowledge -

World's Most Admired Service Organizations
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

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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,

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*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*

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nourish and protect it Extrapolate
World's Most Admired Service
instructive business lessons that apply
Organizations
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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inspiring stories from staff and patients

World's Most Admired Service
An innovative analysis of this

Organizations
exemplary institution, Management

Lessons from Mayo Clinic presents a

proven prescription for creating

sustainable service excellence in any

organization.

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Our health care is staggeringly expensive, yet one in six Americans has no health insurance. We have some of

the most skilled physicians in the

world, yet one hundred thousand

patients die each year from medical

errors. In this gripping, eye-opening

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book, award-winning journalist

Shannon Brownlee takes readers inside

the hospital to dismantle some of our

most venerated myths about American

medicine. Brownlee dissects what she

calls "the medical-industrial complex"

and lays bare the backward economic

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incentives embedded in our system, revealing a stunning portrait of the care we now receive. Nevertheless, Overtreated ultimately conveys a message of hope by reframing the debate over health care reform. It offers a way to control costs and cover

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*the uninsured, while simultaneously
improving the quality of American
medicine. Shannon Brownlee's*

*humane, intelligent, and penetrating
analysis empowers readers to avoid the
perils of overtreatment, as well as
pointing the way to better health care*

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for everyone.

*In his highly regarded blog, Life as a
Healthcare CIO, John Halamka
records his experiences with health IT
leadership, infrastructure,
applications, policies, management,
governance, and standardization of*

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data. But he also muses on topics such as reducing our carbon footprint, sustainable farming, mountain climbing, being a husband, father and son

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HIT or Miss, 3rd Edition
Management on the Mend

Mayo Clinic Electrophysiology Manual

*Hope and Healing When You're No
Longer Expecting*

*Mayo Clinic Strategies To Reduce
Burnout*

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***A World Class Transformation
On August 16, 2018, NYU***

***Langone Health captured the
attention of the medical world
with the surprise
announcement that all
current and new medical
school students would receive***

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giant step in the transformation of NYU

Langone Health from a faded

and money losing medical

institution to an innovative

world class institution with a

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**highly regarded hospital,
medical school, and research
program. How did NYU
Langone go from mediocrity
to global leadership in less
than a decade? In World
Class, internationally
renowned author, scientist,**

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business leader, and philanthropist Dr. William A.

Haseltine answers this

question and many more.

Based on first hand in-depth

interviews with those that led

the change, World Class

provides a vivid account of

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***the transformation of NYU
Langone Health and its rise to
preeminence. Haseltine gives
his readers a step-by-step
guide for anyone wishing to
achieve similar excellence at
their institution, whether that
be at a medical facility,***

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offers crucial lessons at a critical time, as both high and low income nations grapple with how do deliver effective healthcare at a manageable cost.

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**Organizations and Systems
has served the educational
and professional needs of the
healthcare field over four
decades. The seventh edition
furthers that legacy in a
completely revised and**

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reorganized text that presents a comprehensive range of the knowledge and skills needed to effectively lead and manage health

services delivery. The first of

three parts describes the

environment in which health

services are delivered.

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services are delivered. The second details tools and skills needed to manage and lead health services. The final part links the preceding chapters to Fayol's five management functions-planning, organizing, staffing,

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Organizations. In this edition, the

authors return to basics in a

concise yet substantive

presentation within a context

of quality and performance

improvement. New to this

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edition are chapters on healthcare economics, financial management, planning, organizing, staffing, and directing. A new section on compliance is key to meeting regulatory demands. The sections on patient and

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staff safety, emergency preparedness, and project management are updated and revised.

Today he is known as Dr. Q,

an internationally renowned

neurosurgeon and

neuroscientist who leads

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cutting-edge research to cure brain cancer. But not too long ago, he was Freddy, a nineteen-year-old undocumented migrant worker toiling in the tomato fields of central California. In this gripping memoir, Alfredo

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Quiñones-Hinojosa tells his amazing life story—from his impoverished childhood in the tiny village of Palaco, Mexico, to his harrowing border crossing and his transformation from illegal immigrant to American citizen

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**and gifted student at the
University of California at
Berkeley and at Harvard
Medical School. Packed with
adventure and**

**adversity—including a few
terrifying brushes with**

death—Becoming Dr. Q is a

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***testament to persistence,
hard work, the power of hope
and imagination, and the
pursuit of excellence. It's also
a story about the importance
of family, of mentors, and of
giving people a chance.***

Communication skills

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**determine how the world
perceives us - and how we
perceive the world.**

**Communication is at the heart
of who we are and all that we
do. As a clinician, your
communication impacts how
you take care of patients,**

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***work with colleagues, teach
trainees, and engage
audiences and the public.***

***Communication encompasses
all aspects of human skills,
from listening and clearly
articulating thoughts to an
awareness of physical***

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***gestures, specific word
choice, tone, and volume.
Whether engaging with
patients, peers, care teams,
family members, residents,
researchers, insurance
agencies, management, or
journalists, successful***

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communication requires focusing on the importance of the relationship and the mission of each interaction.

Today, due to the rise of digital technologies including electronic medical records, online forums, and video

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conferences, the content of information, the platform, and the audience are continuously changing and expanding for physicians.

There is a great need in the physician community to learn how to facilitate the exchange

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***of information, provide
psychosocial support, partake***

in shared-decision making,

translate complex

information, and resolve

controversies with sound

science in a variety of

settings. Addressing

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***physicians at every level of
training and practice,
Physician Communication:
Connecting with Patients,
Peers, and the Public will
enable providers to examine,
analyse, and improve their
skills in the art and science of***

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Organizations.
communication. Divided into
four sections: Face-to-face
Communications; Digital
Communications; Public
Speaking; and Traditional
Media, this book will help
physicians navigate various
situations using different

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**methods and modes of
communication.**

The Mayo Clinic

**Value Management in
Healthcare**

**A Story of Adversity,
Transformation, and Success
at NYU Langone Health**

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**Compass: Your Guide for
Leadership Development and
Coaching**

*The 11th edition of Mayo Clinic
Internal Medicine Board Review is
fully revised to reflect the latest*

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**information necessary to prepare
for the American Board of Internal
Medicine Certification and
Maintenance of Certification
examinations. Published in an all-
inclusive and easy-to-use volume,
the book provides a wide array of
concise chapters that review**

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focused subjects within each specialty, followed by a series of questions and answers at the end of each section. With this new formatting, readers can study by fitting review into their busy schedules. This authoritative resource provides a succinct review

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of allergy, cardiology, endocrinology, gastroenterology and hepatology, general internal medicine, hematology, infectious diseases, nephrology, neurology, oncology, psychiatry, pulmonology, and rheumatology. This book is a necessary resource for anyone

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studying for board examinations

and is an important addition for

those looking to include a reference

on internal medicine to their

medical library. Key Features of the

11th Edition: -Each chapter

includes key facts and key

definitions to highlight important

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information without breaking up the reading flow of the chapter; -Each section includes color-coded tabs to facilitate reviewing and studying; -The entire book is highly illustrated with figures, tables, and boxes to improve comprehension.

This groundbreaking book

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Organization

describes developments in the

diagnosis and treatment of heart

disease, explains how the Mayo

Clinic became a world-famous

medical center, and reveals how

new technologies and procedures

promoted medical specialization. It

is written for general readers as

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*well as health care professionals,
historians, and policy analysts.*

*In addition to tracing the author's
distinguished medical career from
his first crude, but successful,
operation on a pet dog at the age of
nine, this autobiography also
chronicles the history of the Mayo*

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Achieve long-term business success—without sacrificing quarterly profits Triple Crown

Leadership provides a step-by-step

model for building organizations

that are Excellent (high performing),

Ethical (transparent), and Enduring

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Mayo Clinic Inside One Of The
(stands the test of time). It explains

*how to protect your organization's
values, reputation, and profitability
by focusing not only on culture, but
organizational character; seeking
solutions to challenges from all
levels of personnel; and skillfully
blending a "hard-edged" demand*

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held senior leadership positions at Pitney Bowes, Avery Division,

Sensormatic, Recognition

Equipment, and Monarch Marketing.

Gregg Vanourek is the founder of

Far Horizon, a leadership and

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*personnel development firm with
offices in the U.S. and Europe.*

*Why Too Much Medicine Is Making
Us Sicker and Poorer*

*Challenging Cases in
Echocardiography*

*The Mayo Clinic Guide to Pain
Relief*

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*Organizations
Conventional Remedies Meet
Alternative Therapies to Transform
Health*

*A Lean Management System for
Healthcare*

This book presents 92 unusual and

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**challenging cases from the world-
renowned echocardiography laboratory
at New York University Medical Center.**

**Coverage represents the full range of
unusual and difficult-to-interpret
echocardiography cases that frequently
confront physicians in practice. Each
case begins with a short clinical**

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presentation and pertinent echocardiographic images, followed by multiple-choice questions on diagnosis and management. The questions are followed by answers, discussions, and confirming illustrations. A section on follow-up is included where appropriate. The book contains more

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CD-ROM provides images from the text

plus video clips associated with many

cases.

Most of us want to live a long, healthy

life, but how do we do that? Drawing

upon lessons from his own life, Mayo

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Clinic cardiologist Stephen Kopecky offers a holistic, evidence-based approach to preventing common diseases and chronic illnesses and living a longer life of pleasure and purpose. In the past century, the leading causes of death around the world have shifted from infectious diseases to long-term

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chronic illnesses. What's killing us today isn't so much flu or tuberculosis, but heart disease and cancer. In fact, more than 1.2 million Americans die from these two diseases each year. Paradoxically, these chronic diseases are a consequence of living longer than ever. But even if we're living longer, are

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we living better? The overwhelming number of people now living under the burden of chronic illness indicates otherwise. After surviving two bouts of cancer, Dr. Stephen Kopecky, M.D set out to discover the behaviors people can adopt to live longer lives free of chronic illnesses and diseases. What he

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discovered was that the answer lies in just six habits that require small changes to your daily life, but reap big results long-term. From adopting better diet and exercise habits to managing stress and sleep, these behaviors will not only preserve your health, they can improve your quality of living and

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extend your life. The secret, however, lies not just in the steps themselves but in how you accomplish them. This book offers in-depth insights on: The best foods to eat and why Increasing physical activity and improving fitness Why your sleep habits matter The dangers of stress and what to do about

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them The true impact of alcohol and tobacco on our bodies How to make changes that will last a lifetime After 30 years of research in the field of cardiovascular disease prevention, Dr. Kopecky is sharing what he's learned from his practice and own personal experience about staying healthy,

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**preventing chronic illnesses, and living
younger longer.**

**Forget Type As and Bs. The future lies
with Type Rs-the resilient individuals,
leaders, businesses, families, and
communities who turn challenges into
opportunities in times of upheaval,
crisis, and change. In Type R, Ama**

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Marston and Stephanie Marston explore Transformative Resilience and the strategies of those who use difficult circumstances as catalysts for growth -- springing forward rather than bouncing back during turbulent times. Here, Ama and Stephanie share inspiring stories of Type Rs thriving during unprecedented

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world events and increasing global pressures -- from climate change to financial crises. They share the individual and collective triumphs of people coping with the stress of daily life and the challenges and disruptions that rattle all our lives at some point.

And they draw upon research that

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**spans the personal and the professional,
the local and the global. Reaching**

across psychology, neuroscience,

business, and politics, Type R

demonstrates how we can use challenges

to innovate, create new strengths, and

grow. Type R also teaches leaders,

businesses, and organizations how to

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cultivate the critical Type R Vision and Culture, which is essential for navigating and thriving in disruptive change. This thought-provoking book proves that there is much we can learn from those who use change, stress, and adversity as springboards to progress in a chaotic world.

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Hospitals have long relied on the heroics of one brilliant nurse or doctor to save the day. Such heroics often result in temporary workarounds and quick fixes that leave not only patients and quality care at risk, but also increase costs. This is the story of an organization breaking that habit. Like a

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ThedaCare, Inc. has been using lean thinking and the principles of the Toyota Production System to improve quality of care, reduce waste, and become more reliable. But lean thinking was incompatible with ThedaCare's old

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top-down, hero-based system of

management. Kim Barnas, former SVP

of ThedaCare, shows us how she and

her team created a management system

that is stable and lean, to spur

continuous improvement. Beyond

Heroes shows the reader, step by step,

how ThedaCare teams developed the

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system, using the stories of its doctors, nurses and administrators to illustrate. The book explores each of the eight essential components of the lean system, from front-line problem solving with the scientific method to daily team huddles and creating standard work for leaders all the way to the top of an

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organization. Finally, the author introduces four executives from healthcare systems across North America who have implemented ThedaCare's system and share the lessons they learned along the way. Beyond Heroes is not just a call to action or an argument for a better

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healthcare system. It is a necessary
roadmap through the rocky terrain
ahead, one that healthcare leaders can
customize to their special needs.

Life as Healthcare CIO

**Managing Emotions, Trust, and Control
to Win Your Customer's Base**

The Healing of America

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**Transitioning from Brick and Mortar to
Virtual Care**

**The Cleveland Clinic Way: Lessons in
Excellence from One of the World's
Leading Health Care Organizations
VIDEO ENHANCED EBOOK**

**Triple Crown Leadership: Building
Excellent, Ethical, and Enduring**

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Today, certain health conditions are not always best served by conventional medicine. Learn the ins and outs of integrative medicine with this comprehensive guide from the internal

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medicine experts at the Mayo
Clinic. Once believed to be
an alternative approach to
patient care, recent studies
have shown that integrative
medicine is a valid option
for reducing chronic pain,
fatigue, depression,

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American adults uses

integrative medicine to

boost their physical health.

Whether utilized on its own

or in combination with a

conventional treatment plan,

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for patients to take charge

of their health and

wellbeing. In Mayo Clinic

Guide to Integrative

Medicine, experts from the

Mayo Clinic break down

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dozens of the most common
integrative therapies used

today. From meditation and

various spiritual practices,

to spa treatments and

medicinal herbs, readers can

learn the ins and outs of
popular integrative

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therapies, and ultimately decide if integrative medicine is right for them. Additionally, each type of integrative therapy is assigned a green light, yellow light, or red light illustration, to show which

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therapies come highly recommended from medical professionals, which therapies should be used with caution and guidance from a primary care physician, and which therapies should be avoided.

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Clinic Guide to Integrative

Medicine is a digestible,

easy-to-use guide for

understanding and

implementing holistic health

practices in your daily

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routine.

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Electrophysiology Manual

explores the various
contemporary techniques for
diagnosis, imaging, and
physiology-based therapeutic
ablation.

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powerhouse using the
approach that made Mayo
Clinic the #1 healthcare
system in America Mayo
Clinic is among the best
service organizations in the

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Expectations and earns deep
loyalty from both customers
and employees. This classic
business guide offers a
rare, up-close look at the
best practices that drive

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principles that guide every

management decision at this

legendary institution,

authors Leonard Berry and

Kent Seltman: • Demonstrate
how a great service brand

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- Extrapolate instructive business lessons that apply outside healthcare •
- Illustrate the benefits of pooling talent and encouraging teamwork •

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Sustaining service

excellence Learn how to

apply the Clinic's winning

methods to your own

organization: business

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©awizti.com
and world-class

interpersonal service.

The complex challenges
facing healthcare are being
met by the transitioning
much patient care from

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hospitals, clinics, and
offices to virtual settings.

The digital reconstruction
of medicine includes
telemedicine, mobile apps,
sensing devices, and other
technologies. The book
explores how these tools are

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meeting patient needs across
the globe. Most Admired Service

Live Younger Longer

The Customer Service

Solution: Managing Emotions,

Trust, and Control to Win

Your Customer's Business

Caring for the Heart

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Customer Experience from

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My Journey from Migrant Farm

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Professional

The Only Innovation Guide You Will

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Ever Need--from the Award-Winning
Minds at Mayo Clinic A lot of

World's Most Admired Service
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businesspeople talk about innovation,
but few companies have achieved the
level of truly transformative innovation
as brilliantly--or as famously--as the
legendary Mayo Clinic. Introducing

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Think Big, Start Small, Move Fast, the first innovation guide based on the proven, decade-long program that's made Mayo Clinic one of the most respected and successful organizations in the world. This essential must-have guide shows you how to: Inspire and

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ignite trailblazing innovation in your
workplace Design a new business
model that's creative, collaborative,
and sustainable Apply the traditional
scientific method to the latest
innovations in "design thinking" Build
a customized toolkit of the best

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practices, project portfolios, and
strategies Increase your innovation

capacity--and watch how quickly you

succeed These field-tested techniques

grew out of the health care industry but

are designed to work with any complex

organization. Written by three Mayo

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insiders--Dr. Nicholas LaRusso,
Barbara Spurrier, and Dr. Gianrico

Farrugia--the book offers a wealth of
transformative ideas and strategies.

The concise, easy-to-implement
methods can help jump-start your

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employees' creative potential, involve them in the collaborative process, and pave the way to the future of sustainable innovation. You get step-by-step advice on building leadership teams, accelerator platforms for speeding up results, and fascinating

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case studies of innovation in action from the files of the Mayo Clinic Center for Innovation. In today's fast-moving world, it's innovation that drives success. This book gives you the keys. ADVANCE PRAISE FOR THINK BIG, START SMALL, MOVE FAST:

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"Truly great organizations do not just achieve great results; they are also relentless in the pursuit of continual improvement. This book offers both methods and motivation to leaders in any industry who understand that the pursuit of excellence is never-ending."

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-- Donald Berwick, M.D., MPP,
President Emeritus and Senior Fellow,
World's Most Admired Service
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Institute for Healthcare Improvement

"Do you want your organization to deliver a shockingly better customer experience? Here is Mayo's method that transformed the patient experience

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by making innovation systemic, the human side of innovation." -- Scott Cook, Cofounder and Chairman of the Executive Committee, Intuit "A powerful set of actionable, yet importantly nonprescriptive, principles for transformative change that will

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inspire and challenge all of us to
reenvision a system that delivers
health, not just care, for all our
patients." -- Rebecca Onie, Cofounder
and CEO, Health Leads "This book
should serve both as a how-to guide for
medical professionals and an

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inspiration for other innovators all over the country." -- T. R. Reid, reporter and author of The Healing of America "Powerful insight on how to deliver meaningful innovations time and again." -- Frans van Houten, CEO, Royal Philips "Leaders who seek to

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accelerate new innovation
competencies can benefit from this
hands-on guide." -- Sarah Miller

Caldicott, great grandniece of Thomas
Edison, and CEO, Power Patterns of
Innovation "Read this book. . . . Copy
its practices. It will save you years of

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misery and missteps as you build your own innovation revolution." -- Larry

Keeley, Cofounder, Doblin Inc., and

Director, Deloitte Consulting LLP

A New York Times Bestseller, with an

updated explanation of the 2010 Health

Reform Bill "Important and powerful . .

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. a rich tour of health care around the world." —Nicholas Kristof, The New

York Times Bringing to bear his talent

for explaining complex issues in a

clear, engaging way, New York Times

bestselling author T. R. Reid visits

industrialized democracies around the

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Japan, and beyond--to provide a
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systems. Now updated with new
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explanation of the 2010 health care

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reform bill, The Healing of America is required reading for all those hoping to understand the state of health care

in our country, and around the world.

T. R. Reid's latest book, A Fine Mess: A Global Quest for a Simpler, Fairer, and More Efficient Tax System, is also

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available from Penguin Press.

This book focuses on how to lead
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transformative and strategic change in
the healthcare industry in times of
great uncertainty. Written for senior
healthcare leaders, it will provide new
tools, processes, examples and case

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studies offering an effective framework
in which to transform healthcare

systems. Specifically, leaders will be
able to answer the following questions:

- Why change? What has led us to today, and what is the current situation in healthcare?
- What to change?

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What areas for change are most promising—areas with the greatest potential to yield significant benefits? • How to change? Will incremental changes meet the need, or are true transformations required? • When to change? Should changes start now, or

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should change wait for the stars to
come into some special alignment?

Healthcare is personal. Healthcare is
local. And at the same time, healthcare
is one of the greatest challenges faced
by countries around the world. All
major economies confront similar

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issues: "demand-side" growth in the care of aging populations in the face of "supply-side" resource constraints

driven by ever-increasing costs of providing such care. While cultural, historical, and political differences among nations will yield different

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solutions, healthcare leaders across the globe must deal with ever-increasing

uncertainty as to the scope and speed of their healthcare systems' evolution.

The magnitude of these challenges calls for fundamental change to address inherent problems in the

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healthcare system and ensure sustainable access to healthcare for generations to come. The problem is understanding where and how to change. Failures of strategy are often failures to anticipate a reality different than what organizations are prepared

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or willing to see. Both system-wide and organizational transformation means doing current activities more efficiently

while layering on change. This book aims to provide leaders with the tools to help organizations and health care systems adapt and evolve to meet the

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Strategic Change in an Era of

Healthcare Transformation "The

authors make the case for healthcare transformation, and more importantly

outline the required steps from

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changing mindsets to opinions
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development...a useful guide for all
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future healthcare leaders."- John A.

Quelch, Charles Edward Wilson

Professor of Business Administration

at Harvard Business School "There are

several lifetimes of knowledge in the

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book about leading strategic transformation in the healthcare sector... Strategic transformation requires 2 ingredients: expertise in the healthcare sector and knowledge about leading change. This volume accomplishes both."- Karen Hein,

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Former President of the William T.
Grant Foundation, Adjunct Professor

of Family & Community Medicine,
Dartmouth Medical School and

Visiting Fellow, Feinstein International
Center, Tufts University "An essential

guide for healthcare leaders seeking to

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transform their organization in these
demanding times." - Dr. Mario Moussa,

President, Moussa Consulting and co-

author of The Art of Woo: Using

Strategic Persuasion to Sell Your Ideas

and Committed Teams: Three Steps to

Inspiring Passion and Performance

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Beyond Heroes

The Digital Reconstruction of

Healthcare

Physician Communication

The Encyclopaedia Britannica

Type R

6 Steps to Prevent Heart Disease,

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Cancer, Alzheimer's and More
Based on the PBS documentary by
Ken Burns, Erik Ewers, and
Christopher Loren Ewers. On
September 30, 1889, W.W. Mayo and
his sons Will and Charlie performed
the very first operation at a brand-
new Catholic hospital in Rochester,

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Minnesota. It was called Saint Marys. The hospital arose out of the devastation of a tornado that had struck the town six years earlier. After the storm, Mother Alfred Moes of the Sisters of Saint Francis told the Mayos that she had a vision of building a hospital that would

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"become world renowned for its medical arts." Based on the film by acclaimed documentary filmmaker Ken Burns, *The Mayo Clinic: Faith, Hope, Science* chronicles the history of this unique organization, from its roots as an unlikely partnership between a country doctor and a

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Franciscan order of nuns to its position today as a worldwide model for patient care, research, and education. Featuring more than 400 compelling archival and modern images, as well as the complete script from the film, the book demonstrates how the institution's

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remarkable 150-year history continues to inspire the way medicine is practiced there today. In addition, a series of case studies reveals patients, doctors, and nurses in their most private moments as together they face difficult diagnoses and embark on uncertain treatments.

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The film and this companion book tell the story of an organization that has managed to stay true to its primary value—the needs of the patient come first. Together, they make an important contribution to the critical discussions about the delivery of health care today in

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America ... and the world.

The challenge of transforming organizational culture is at the heart of many key movements in contemporary healthcare, and understanding culture change has become a core leadership competency. However, much current

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practice is based on antiquated and psychologically unsophisticated theories, leaving leaders inadequately prepared for the complex task of implementing change. Leading Change in Healthcare presents relationship-centered administration, an effective

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Organizations. It integrates fresh

insights and methods from

complexity science, positive

psychology and relationship-centered

care, enabling a more spontaneous

and reflective approach to change

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management. This fosters greater
organizational awareness and real
participation, as well as improved
productivity and creativity, as well as
staff recruitment and retention. Case
studies drawn from primary care,
hospitals, long-term care,
professional education, international

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NGOs and other settings, rather than emphasizing the end results, are demonstrations of how to apply relationship-centered administration in everyday practice. Leading Change in Healthcare is a key resource for all practitioners, students and teachers of healthcare

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management, medical educators, and
leaders in all areas of healthcare
provision.

The complex challenges facing
healthcare require innovative
solutions that can make patient care
more effective, easily available, and
affordable. One such solution is the

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digital reconstruction of medicine that transitions much of patient care from hospitals, clinics, and offices to a variety of virtual settings. This reconstruction involves telemedicine, hospital-at-home services, mobile apps, remote sensing devices, clinical data analytics, and other

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cutting-edge technologies. The Digital Reconstruction of Healthcare: Transitioning from Brick and Mortar to Virtual Care takes a deep dive into these tools and how they can transform medicine to meet the unique needs of patients across the globe. This book enables readers to

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peer into the very near future and prepare them for the opportunities afforded by the digital shift in healthcare. It is also a wake-up call to readers who are less than enthusiastic about these digital tools and helps them to realize the cost of ignoring these tools. It is written for

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a wide range of medical professionals including: Physicians, nurses, and entrepreneurs who want to understand how to use or develop digital products and services IT managers who need to fold these tools into existing computer networks at hospitals, clinics, and

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medical offices Healthcare
executives who decide how to invest
in these platforms and products

Insurers who need to stay current on
the latest trends and the evidence to
support their cost effectiveness

Filled with insights from
international experts, this book also

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features Dr. John Halamka's lessons learned from years of international consulting with government officials on digital health. It also taps into senior research analyst Paul Cerrato's expertise in AI, data analytics, and machine learning. Combining these lessons learned

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with an in-depth analysis of clinical informatics research, this book aims to separate hyped AI "solutions" from evidence-based digital tools.

Together, these two pillars support the contention that these technologies can, in fact, help solve many of the seemingly intractable

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problems facing healthcare providers
and patients.

The third edition of HIT or Miss:
Lessons Learned from Health
Information Technology Projects
presents and dissects a wide variety
of HIT failures so that the reader can
understand in each case what went

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wrong and why and how to avoid such problems, without focusing on the involvement of specific people, organizations, or vendors. The lessons may be applied to future and existing projects, or used to understand why a previous project failed. The reader also learns how

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common causes of failure affect

different kinds of HIT projects and

with different results. Cases are

organized by the type of focus

(hospital care, ambulatory care, and

community). Each case provides

analysis by an author who was

involved in the project plus the

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insight of an HIT expert. This book presents a model to discuss HIT failures in a safe and protected manner, providing an opportunity to focus on the lessons offered by a failed initiative as opposed to worrying about potential retribution for exposing a project as having

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failed. Access expert insight into key obstacles that must be overcome to leverage IT and transform healthcare. Each de-identified case study includes an analysis by a group of industry experts along with a counter analysis. Cases include a list of key words and are categorized by

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project (e.g. CPOE, business
intelligence). Each case study
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the nation. In this groundbreaking
book, the man who leads this global
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those efforts.

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current healthcare system is broken.

The Organization for Economic Co-
Operation and Development (OECD)
predicts health care costs could
increase from 6% to 14% of GDP by
2060. The cause of this increase is
due to (1) a global aging population,

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(2) growing affluence, (3) rise in chronic diseases, and (4) better-informed patients; all of which raises the demand for healthcare. In 2006, Michael Porter and Elizabeth Teisberg authored the book *Redefining Health Care: Creating Value-Based Competition on Results*. In it, they

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present their analysis of the root causes plaguing the health care industry and make the case for why providers, suppliers, consumers, and employers should move towards a patient-centric approach that optimizes value for patients. According to Porter, "value for patients should be the

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overarching principle for our broken system." Since 2006, Professor Porter, accompanied by his esteemed Harvard colleague, Professor Robert Kaplan, have worked tirelessly to promote this new approach and pilot it with leading healthcare delivery organizations like Cleveland Clinic,

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Mayo Clinic, MD Anderson, and U.S.
Department of Veteran Affairs. Given
the current state of global healthcare,

there is urgency to achieve
widespread adoption of this new
approach. The intent of this book is to
equip all healthcare delivery
organizations with a guide for putting

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the value-based concept into practice.
This book defines the practice of value-based health care as Value

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Professor Porter's Value Equation

(Value = Outcomes/ Cost), which is

central to Value Management, and

provides a step-by-step process for

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how to calculate the components of this equation. On the outcomes side, the book presents the Value

Realization Framework, which translates organizational mission and strategy into a comprehensive set of performance measures and contextualizes the measures for

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healthcare delivery. The Value
Realization Framework is based on
Professor Kaplan's ground-breaking
Balanced Scorecard approach, but
specific to healthcare organizations.
On the costs side, the book details the
Harvard endorsed time-driven activity
based costing (TDABC) methodology,

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which has proven to be a modern catalyst for defining HDO costs.

Finally, this book covers the need and a plan to establish a Value Management Office to lead the delivery transformation and govern operations. This book is designed in a format where any organization can

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Behavior through the lenses of organizational climate and culture. The Handbook reveals in great detail how in both research and practice climate and culture reciprocally influence each other. The details reveal the many

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practices that organizations use to
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acquire, develop, manage, motivate,

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lead, and treat employees both at home

and in the multinational settings that

characterize contemporary

organizations. Chapter authors are both

expert in their fields of research and

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also represent current climate and culture practice in five national and international companies (3M, McDonald's, the Mayo Clinic, PepsiCo and Tata). In addition, new approaches to the collection and analysis of climate and culture data are presented as well

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as new thinking about organizational change from an integrated climate and culture paradigm. No other compendium integrates climate and culture thinking like this Handbook does and no other compendium presents both an up-to-date review of

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the theory and research on the many facets of climate and culture as well as contemporary practice. The Handbook takes a climate and culture vantage point on micro approaches to human issues at work (recruitment and hiring, training and performance management,

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motivation and fairness) as well as organizational processes (teams, leadership, careers, communication), and it also explicates the fact that these are lodged within firms that function in larger national and international contexts.

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