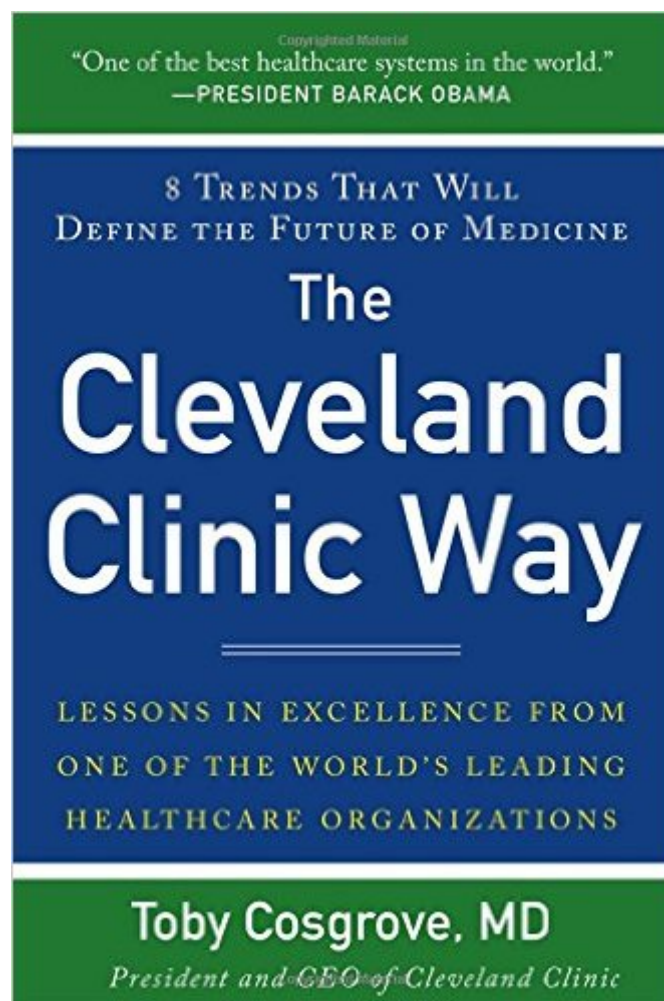


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# The Cleveland Clinic Way: Lessons In Excellence From One Of The World's Leading Health Care Organizations



## Synopsis

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. The Cleveland Clinic Way is a blueprint for fixing what's wrong with healthcare and is a must-read for every leader seeking to transform his or her organization.

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 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

## Book Information

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## Customer Reviews

"I finished at the bottom of my class in medical school, and I was strongly advised not to go into cardiac surgery. I didn't know it at the time, but I had an undiagnosed learning disability: dyslexia. Over the course of my career, this condition has proved to be a blessing in disguise. Because of the limitations it imposed, I never fell prey to the herd mentality. I had to forge my own way of learning about and understanding what went on around me. That informs how I lead Cleveland Clinic."--- Dr. Toby Cosgrove, President and CEO of the Cleveland Clinic, quoted on page XI. His name and organization are synonymous with healthcare excellence. Dr. Cosgrove manages the Cleveland Clinic as a business with annual performance reviews and one-year contracts for his physicians. But more importantly, he also understands the humane element in patient healthcare that often plays second string to financial analysis or the clinical feel that most of us associate with hospitals. This book takes you on a detailed journey into one of the most successful models of healthcare in the world. Organized Format There is a brief preface and acknowledgments, eight chapters, a conclusion, an appendix of the Cleveland Clinic's timeline, along with a detailed notes section and a comprehensive, well-organized index. Dr. Cosgrove's writing style is detailed, informative and he has the ability to translate complicated medical terminology into easy-to-grasp language. Real-life

Examples This book is comprehensively documented in its analysis of the group practice/team approach model as you would expect from an author who is a cardiac surgeon and CEO. Dr.

Cleveland Clinic means different things to different people. For me, it is all about management bravery. Cleveland Clinic abandoned the common hospital model and turned it on its ear. It revised its entire structure around pathologies, what they call institutes. So instead of being sent from radiology, to neurology, to some other specialty, negotiating different appointments on different campuses over a period of months, everything necessary to analyze a particular disease or condition is available right there in the institute. All the specialists are on hand. All the hospital's expertise is gathered for the patient's benefit. So for example, neurology, neurosurgery and psychiatry are all in the Neurological Institute. Brilliant. It is the apotheosis of patient-centered medicine. But that's just the patient side of things. This book is about the monster of technical innovation that Cleveland Clinic has built. It is not your average community hospital. It is a \$6.5 billion healthcare system with 43,000 caregivers. That means it has critical mass. It means there are doctors and technicians with ideas they are anxious to commercialize. Daily. Rather than have them leave and create struggling startups, Cleveland Clinic has created an A-Z infrastructure for them. They get all the resources they need, from Entrepreneurs in Residence to physical facilities, to innovation communities of the likeminded. They get profit sharing, their names on patents, and the global lead and recognition in improving medicine. The company goes to every conceivable length to make every employee aware that it values innovation.

Synopsis: Anyone who is in healthcare administration knows who Toby Cosgrove is. Everyone knows what The Cleveland Clinic is. Both are synonymous with quality, patient centered, cost effective healthcare. Dr. Cosgrove lays out what has made The Cleveland Clinic the success that it is in an easy to comprehend format. Concisely written, he details how The Cleveland Clinic has gone from a regional medical center to a global healthcare network powerhouse. These include: The Group Practice Model Collaborative Care Emphasis on QA Preventative medicine Continuum of Care Patient centered care My rating: 5 Stars My opinion: As healthcare changes continue at lightening speed, Dr. Cosgrove presents a concisely formatted book for what has made The Cleveland Clinic a healthcare best practice. These changes range from physician alignment to partnerships within the continuum of care, as a manner to preventive medicine. Effective measures in supply chain management are discussed to curb out of control costs, which impact hospitals and are frequently brought into the media. In my humble opinion, the majority, if not all, of America's

health systems are on the path to Cleveland Clinic's business model; however, Dr. Cosgrove lays out what has made their model work for them with the ability to do "best practice" applications for one's own system. As someone who has worked in the area of physician relations for well over a decade, I must admit that I found the section on the "group practice model" to be most fascinating to me, particularly as we see the trend for alignment in full force. Furthermore, Dr. Cosgrove discusses the need for medical leadership boards.

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