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If Disney Ran Your Hospital: 9 1/2 Things You Would Do Differently

Fred Lee

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Fred Lee : If Disney Ran Your Hospital: 9 1/2 Things You Would Do Differently before purchasing it in order to gauge whether or not it would be worth my time, and all praised If Disney Ran Your Hospital: 9 1/2 Things You Would Do Differently:

6 of 6 people found the following review helpful. Very readable and enjoyable... Hope hospitals "get it" before I need one as a patient!By knb53I "read" the audio version... very well done. Well written, just the right mix of theory and stories, and for the audio version, the reader was excellent.And I find this book hopeful... as a physician with 30+ years in medicine, I have a grave fear of the time when I become a ward of the medical-industrial complex. In general, it is not patient-centric, nor in some cases, imbued with much common sense. This is a sad reality. This book won't fix all that ails us, but the ideas presented, and the spirit contained therein, are a great start.Highly recommend!6 of 6 people found the following review helpful. A decent reading of an important book (for Hospital Executives)By RMurray847This book is getting a little long in the tooth now...but if you're a hospital exec looking to get a better handle on your customer satisfaction / net promotor scores, it is essential in my opinion. It's a great reminder of the "early days" of customer sat in healthcare, and really sets the groundwork for things like Value Based Purchasing.The book is a good read, easy and fast. It is written in a conversational tone and gives great, specific examples. It can be ACTED UPON quickly. I enjoy reading it.However, I'm now finding that it's easier for me to "read" business books via audiobook. Great way to spend my time in the car. The conversational tone of this book really lends itself to the audio format. The narrator is the author, Fred Lee. He's good at conveying the meaning of his book and overall is

good. Occasionally, he trips over words and his voice is not exactly "radio star" quality. And the music that leads in and out of each chapter is AWFUL. But these are minor complaints compared to the value I get from having these discs. The audience for this product is tiny...but if you're in that audience, you NEED this (either CDs, book or both). It's time well-spent helping to refocus on what TRULY makes your customers (patients) loyal and satisfied. 4 of 4 people found the following review helpful. Thought provoking, but leaves readers in the "how trap" the closing pages warn of. By MedIT This is a great book for anyone in a service industry to read. It's thought provoking and clearly organized with a number of illustrative examples and stories. The writing is by no means literary, but it is not poorly written. It has real substance which sets it apart from many similar books. Although the vignette in each chapter are helpful, at times they are verbose and so numerous as to obscure the central teaching of any given chapter. The book would be better if the "human interest stories" were cut back significantly. The substance/rules/"things" are really tools for thinking about the problems you face when running a hospital and striving for service excellence, rather than implementable solutions to those problems. This is both the book's greatest strength and greatest weakness. The author closes by cautioning readers not to fall into the "great ideas but how do I implement them" trap. This is sophomoric. Although no reasonable reader will expect tailor made solutions, trimming the gratuitous congratulatory mentions of various nurse managers and spending more time on the details underlying their success would have been helpful. Bottom Line: Good use of money and time, would recommend. Cliff Notes: - What people believe is more important than the truth - Organize around courtesy not efficiency - You want loyal patients (5/5) not satisfied (3/5) patients - Experience is king. A fancy coffee shop can sell a cup of coffee for more than a dinner and more than the cost of raw materials - Find people who intrinsically want to do well and tap into that desire. You can't use extrinsic motivate to make them care. - Habits are the best intrinsic motivation, imagination and willpower of less effective, compliance is least effective.

2005 ACHE Book of the Year. Fred Lee's award-winning bestseller on Audio CD. There are 8 discs in the set. The 9 1/2 principles in this highly personal and refreshingly written book will help any hospital team gain the extraordinary competitive advantage that comes from being seen as "the best" by their own employees, consumers and community. Like his all day seminars, in these pages, Lee addresses the vexing reality that most of our approaches to patient satisfaction will not lead to patient loyalty. He takes aim at service excellence initiatives, quality and performance improvement efforts and patient satisfaction surveys, dispelling some of our most cherished beliefs about loyalty and leadership.