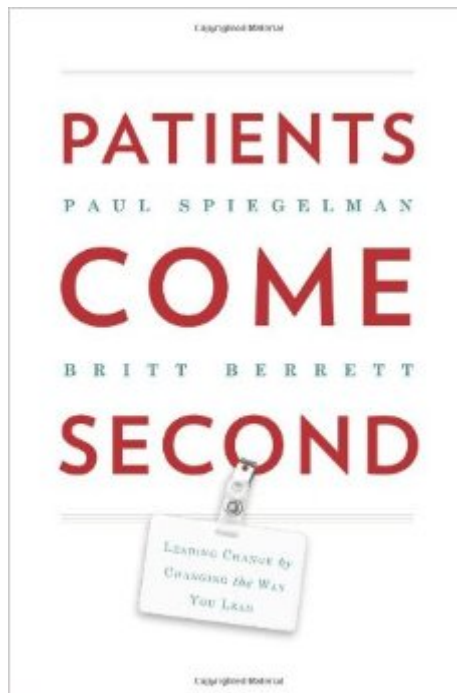


The book was found

Patients Come Second: Leading Change By Changing The Way You Lead



Synopsis

Americans enjoy the finest healthcare delivery system in the world, but most people will tell you that we still have a long way to go. Far too frequently, patients leave the doctor's office or hospital feeling confused, angry, or neglected. Healthcare leaders recognize this problem, but in their focus on patients (and sometimes financials), they often overlook the true key to lasting patient loyalty and satisfaction: their employees. *Patients Come Second* shakes up the traditional healthcare model, arguing that in order to care for and retain patients, leaders must first create exceptional teams and find ways to engage nurses, administrative staff, physicians, supervisors, and even housekeeping staff and switchboard operators. By connecting employees' work with a higher purpose and equipping them with the tools to become leaders themselves, patient care can be dramatically transformed. And with continuing healthcare changes on the horizon and ever-rising pressure to acquire and keep patients, doing so now is more important than ever. Britt Berrett, president of an 898-bed hospital, and Paul Spiegelman, founder and CEO of a successful patient-experience company, are the perfect guides to the changes needed in healthcare leadership. With a rich combined experience in their field, they have filled each chapter with an abundance of engaging, insightful stories and write with a humor and friendliness that balances and enhances the urgency of their message.

Book Information

Hardcover: 208 pages

Publisher: An Inc. Original; 1 edition (March 19, 2013)

Language: English

ISBN-10: 0988842807

ISBN-13: 978-0988842809

Product Dimensions: 5.7 x 0.7 x 8.6 inches

Shipping Weight: 12.8 ounces (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars [See all reviews](#) (149 customer reviews)

Best Sellers Rank: #33,219 in Books (See Top 100 in Books) #16 in [Books > Medical Books > Administration & Medicine Economics > Hospital Administration](#) #3998 in [Books > Business & Money](#)

Customer Reviews

If you're serious about enriching the patient experience and building loyalty, start from the inside out. Research clearly demonstrates that employee engagement is closely correlated with patient

satisfaction and yet many healthcare leaders are still applying the traditional model that puts financials and customers' needs ahead of even some of the most basic employee needs. In recent years there has been a flood of attention paid to improving the patient experience particularly now with value based purchasing, but these attempts will not be successful without attention to the employee. In a culture of scarcity, deprivation or neglect, employees may be too depleted to deliver the type of care that leads to an impeccable reputation, patient loyalty and a healthy bottom line. In their new book, *Patients Come Second - Leading Change by Changing the Way You Lead*, (2013, Greenleaf Book Group Press), authors Paul Spiegelman (founder and CEO of BerylHealth) and Britt Berrett (President of Texas Health Presbyterian Hospital) focus on the importance of fostering a culture that puts employees' needs first, patients second and financials third. If this order makes you cringe or question the author's sanity, you need to read this book for yourself. They eloquently state the case through stories shared by numerous leaders from high-performing organizations punctuated with personal anecdotes that bring the points home. The authors point out that employees want to feel valued. They want to feel a part of something bigger and more important than their list of job duties. And it's up to the organization's leaders to find ways to make this happen. Lesson number one is that it won't happen by wishing it were so.

Former chairman and CEO of Southwest Airlines, Herb Keller, provided the title for this review. Paul Spiegelman and Britt Berrett fully agree with him about having an employee-centric organization within which everyone is customer-centric. It is no coincidence that many of the same companies that are annually ranked among the most highly admired and best to work for are also annually ranked among those that are most profitable with the greatest cap value in their respective industry segments. That is certainly true of The Beryl Companies, of which Spiegelman is founder and CEO, and of all other organizations that are employee-centric, whose workers are customer-centric. He co-authored *Patients Come Second* with Berrett. In it, he develops in greater depth several of his thoughts about leadership, previously shared in his book, *Why is Everyone Smiling? The Secret Behind Passion, Productivity, and Profit* (2012). As Joseph Michelli explains in his book, *Prescription for Excellence: Leadership Lessons for Creating a World Class Customer Experience from UCLA Health System*, effective leadership in health care (or in any other industry or profession) must be developed at all levels and in all areas. As Spiegelman and Berrett observe, "Building the kind of organizational culture where everyone thrives is a shared passion of ours, and our goal in writing this book is nothing less than changing the entire U.S. health care system along these lines. Look, there's a crisis going on in health care, and everyone is looking in the wrong places for a cure."

Where to look?

[Download to continue reading...](#)

Patients Come Second: Leading Change by Changing the Way You Lead What We Feed Our Patients: The Journey, the Struggle, the Culture and How One Unrelenting Chef is Changing The Way Patients in Hospitals Are Fed Mind Over Mood, Second Edition: Change How You Feel by Changing the Way You Think Mind Over Mood: Change How You Feel by Changing the Way You Think The Transformative Negotiator: Changing the Way We Come to Agreement from the Inside Out Come Rain or Come Shine (A Mitford Novel) Come Rain or Come Shine Change Your Habits Change Your Life: Break Your Bad Habits, Break Your Addictions And Live A Better Life (Change Your Life, Stop Smoking, Stop Drinking, Stop Gambling, Stop Overeating) Lead Change (Show Jumping Dreams ~ Book 29) Leading Change in the Congregation: Spiritual & Organizational Tools for Leaders Leading in a Culture of Change Secrets of Powerful Women: Leading Change for a New Generation Daring Greatly: By Brene Brown --- A Full Summary & More! -- How the Courage to Be Vulnerable Transforms the Way We Live, Love, Parent, and Lead (Daring ... Audiobook, Paperback, Cd, Hardcover) Women Who Don't Wait in Line: Break the Mold, Lead the Way Summary - The Life Changing Magic of Tidying Up: By Marie Kondo -The Japanese Art of Decluttering and Organizing (The Life Changing Magic of Tidying Up ... Paperback, Audiobook, Audible, Japen) The Emotional Life of Your Brain: How Its Unique Patterns Affect the Way You Think, Feel, and Live--and How You Can Change Them Overcoming Impotence: A Leading Urologist Tells You Everything You Need to Know IBS-Free at Last! Second Edition. Change Your Carbs, Change Your Life with the FODMAP Elimination Diet I Was Busy Now I'm Not: Changing the Way You Think About Time Motivational Interviewing in Health Care: Helping Patients Change Behavior (Applications of Motivational Interviewing (Paperback))

[Dmca](#)