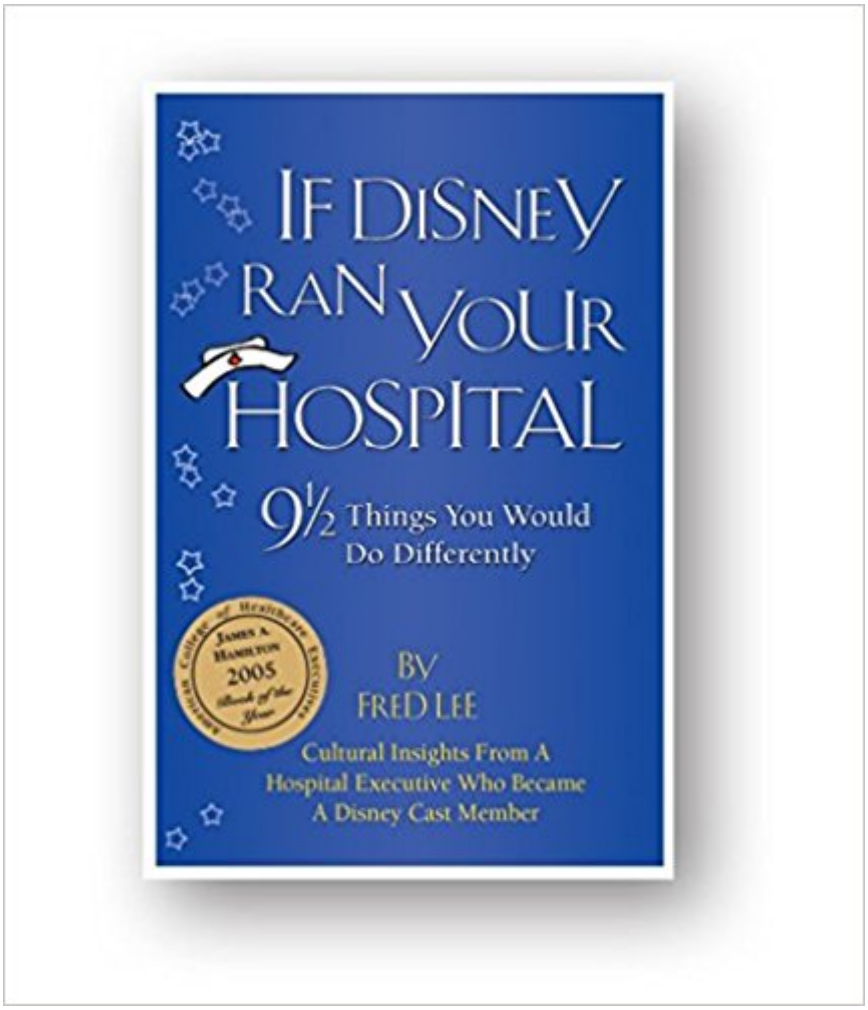
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If Disney Ran Your Hospital: 9 1/2 Things You Would Do Differently



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Synopsis

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. It takes profound knowledge, not usually taught in business schools, to create and maintain an environment where people feel they are working with friends who share a common dream of making patients and communitites their loyal fans - a place where: Employees say, "I love to work here." Managers say, "I love the people I work with." Caregivers say, "I love our patients." Patients and families say, "We love this hospital." Loyalty is an organization’s best source of long-term strategic advantage. But unlike traditional service organizations, Disney does not provide a service. Neither does your hospital. They both provide an "experience". Disney is the premier example of this newly evolved economic category, and hospitals would do well to emulate the most vital things that earn Disney the love of their guests and employees. Like his popular seminars, in these pages Fred 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. This captivating book, filled with stories and examples, will leave its readers inspired with fresh insights and energized with hope. It needs to be in every hospital manager’s library and required reading in every health care leadership curriculum. If you have wondered why so much of what is done in the name of service excellence in health care has not lived up to its promise, this book is for you.

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Customer Reviews

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. It takes profound knowledge, not usually taught in business schools, to create and maintain an environment where people feel they are working with friends who share a common dream of making patients and communitites their loyal fans - a place where: Employees say, "I love to work here." Managers say, "I love the people I work with." Caregivers say, "I love our patients." Patients and families say, "We love this hospital." Loyalty is an organization’s best source of long-term strategic advantage. But unlike traditional service organizations, Disney does not provide a service. Neither does your hospital. They both provide an "experience". Disney is the premier example of this newly evolved economic category, and hospitals would do well to emulate the most vital things that earn Disney the love of their guests and employees. Like his popular seminars, in these pages Fred 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. This captivating book, filled with stories and examples, will leave its readers inspired with fresh insights and energized with hope. It needs to be in every hospital manager’s library and required reading in every health care leadership curriculum. If you have wondered why so much of what is done in the name of service excellence in health care has not lived up to its promise, this book is for you.

I "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!

This 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.

I’ve worked in healthcare facilities for over 25 years, and was interested in Fred Lee’s take on what can be done to improve service. If Disney ran your hospital, it would look a lot friendlier, respond to your needs immediately, and it would keep you safer and healthier. The strengths of Fred Lee’s easy to read book, in my opinion, are:it speaks in plain English, not healthcare/management jargonincludes many fine stories, that reflect real life in healthcare facilitiesproposes things that people could actually be doingaims right at middle management, the biggest obstacle in healthcareIt costs nothing to show courtesy, to smile, to make the customer more important than the "policy." Unfortunately, the recent recession has made healthcare management behave even worse, because people are in such fear of losing their jobs. Sad, but true.

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.

A winning approach to business management, no matter what your business. If you desire increased customer/client loyalty, and the resulting increase in referrals, this book will prove an effective tool to help you reach those goals. You'll understand the difference between a satisfied customer and a loyal one. A loyal one is 6 times more likely to provide you referrals. Your behavior will change for the better after reading this important book, no matter at what level in business you reside.

I think everyone can gain something by reading this excellent book by a an exquisitely compassionate writer, Fred Lee. I don't have anything to do with hospitals, and I think this is genuinely going to help me in my own workplace. It's all about seeing things in a new, better light. I'm so glad I stumbled upon this little gem. It's concise. It doesn't overwhelm. It's common bloody sense. Wish more people would read this.As to why I gave this 5 stars? Well, anyone who has read this book throughly will know why...

Being in the medical career, I am always on the lookout for good ideas dealing with customer service. I didn't know what to expect with this book. The author presents some good material. I was just thinking it might be a bit more entertaining, but it still presents some great information that anyone can learn from

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