

Competing on Excellence: Healthcare Strategies for a Consumer-Driven Market

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Alan M. Zuckerman, Russell C., Jr. Coile : Competing on Excellence: Healthcare Strategies for a Consumer-Driven Market before purchasing it in order to gage whether or not it would be worth my time, and all praised
Competing on Excellence: Healthcare Strategies for a Consumer-Driven Market:

In today's consumer-driven marketplace, healthcare organizations gain market share by demonstrating excellence in clinical outcomes and customer service. Growing numbers of healthcare institutions are striving for and achieving ratings like top 100, five-star, magnet hospitals, and the 100 best places to work in America. *Competing on Excellence: Healthcare Strategies for a Consumer-Driven Market*, is an executive guide to creating a best-in-class healthcare organization. Authors Alan Zuckerman and Russ Coile discuss market principles, development programs, and business strategies that will make clinical programs successful. Learn how top provider organizations nurture cultures of excellence, provide world-class service, and develop winning relationships with physicians. This book will give you the ideas and inspiration you need to bring your organization to a new level of excellence.

About the AuthorAlan M. Zuckerman, FACHE, FAAHC, is a founding partner and director of Health Strategies Solutions, Inc., a leading national healthcare consulting firm based in Philadelphia. Mr. Zuckerman has been a

management consultant for 30 years, working exclusively for healthcare providers across the United States. He is widely published and a frequent speaker at national healthcare conferences. His book *Healthcare Strategic Planning: Approaches for the 21st Century* won the 1999 American College of Healthcare Executives' James A. Hamilton book-of-the-year award. Russell C. Coile, Jr. was the editor of *Russ Coile's Health Trends* and senior strategist for Health Strategies Solutions, Inc. He was a nationally recognized futurist who provided market forecasts and strategic advice to hospitals, medical groups, health plans, and suppliers on a nationwide basis. Mr. Coile authored ten books and participated in over 100 seminars for groups including the American Hospital Association, American College of Healthcare Executives, The Governance Institute, American College of Physician Executives, and the Health Information and Management Systems Society.