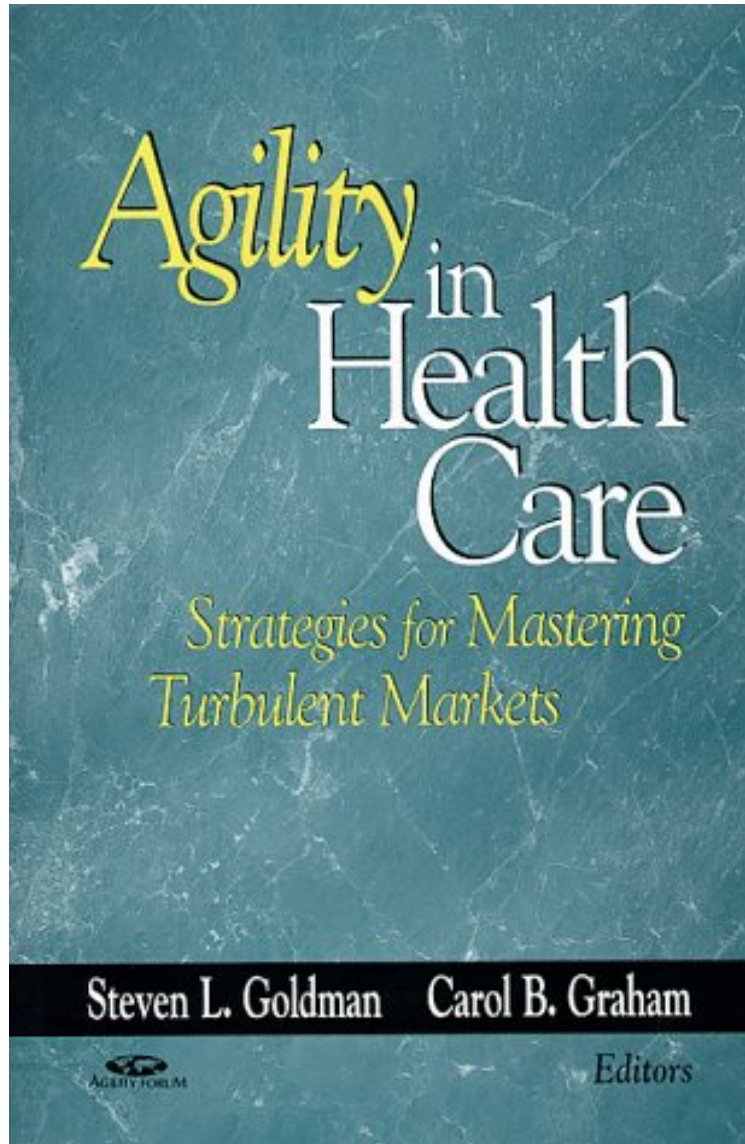


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## Agility in Health Care: Strategies for Mastering Turbulent Markets

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**From Brand: Jossey-Bass : Agility in Health Care: Strategies for Mastering Turbulent Markets** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Agility in Health Care: Strategies for Mastering Turbulent Markets:

0 of 1 people found the following review helpful. A must read for all in health care! By A Customer Editors Steve L. Goldman and Carol B. Graham have done an excellent job of describing the role of and need for agility in the health care industry. This is a well-written publication providing theoretical and practical reasons supporting the fact that

agility in healthcare is an absolute requirement in order for it to survive as a viable industry. It is a must read for EVERYONE in the health care or anyone who wants to have a better understanding of the role that the business model plays in this industry.

". . . Steve Goldman and Carol Graham point to agility as the key competency for dealing with an uncertain future. All health care organizations need to take note of this book if they are to move to the second curve."--Ian Morrison, futurist, author of *The Second Curve: Managing the Velocity of Change* Agility in Health Care offers more than theories; it's a how-to for health care executives who are determined to thrive -- not merely survive -- in today's chaotic marketplace. The authors present an innovative strategic model that can guide health care leaders in creating synergistic partnerships with employees, customers, suppliers, and competitors -- adapting to a changing marketplace and continually increasing customer demands. Filled with illustrative case studies, practical examples, and helpful management tools for self-assessment, this book reveals how to focus the effective agility model to help health care organizations: offer individualized customer solutions, create alliances, replace out-dated command-and-control hierarchies, exploit the power of information technologies, create competitive advantage, and more.

"Agility in Health Care presents a compelling case for rethinking what business we're in." mdash;Kathryn E. Johnson, president and CEO, The Healthcare Forum "Most large health care organizations have the agility of dinosaurs?we are astonished that they can move at all. Yet Steve Goldman and Carol Graham point to agility as the key competency for dealing with an uncertain future. All health care organizations need to take note of this book if they are to move to the second curve." mdash;Ian Morrison, futurist, author of *The Second Curve: Managing the Velocity of Change* "For health care enterprises, agility is an idea whose time has come." mdash;Jeff Goldsmith, president, Health FuturesFrom the Inside FlapAs they struggle to find stability in an increasingly turbulent environment, many health care executives are unaware of the remarkable similarity between the forces driving change in health care and those driving change in other industries. Successful health care leaders are learning to adapt to the requirements of their own organizations by adopting strategies proven effective in companies across industry sectors. At last, health care organizations have easy access to a revolutionary model?agility?that has transformed a broad range of industry giants.In a clear and concise manner, Steven L. Goldman and Carol B. Graham describe the attributes of agile enterprises and provide executives with valuable tools for developing agility-based strategic plans for health care organizations?for example, producing solutions in place of discrete products and services; implementing collaborative operations; creating adaptive organizations; and leveraging knowledge to gain competitive advantage.Filled with illustrative case studies, practical examples, and helpful management tools for self-assessment, *Agility in Health Care* combines the expertise of Goldman and Graham with the experiences of prominent health care providers, consultants, administrators, and academics to show how to apply this powerful model within the health care environment. The contributors reveal how to focus the effective agility model to help health care organizations? Offer individualized customer solutions? Create alliances and replace own-it-all strategies? Replace outdated command-and-control hierarchies with win-win relationships? Exploit the power of information technologies? Create competitive advantage by sharing knowledge? Train the next generation of physiciansAgility in Health Care shows how organizations can become more effective competitors?changing how their institutions are structured, changing the way their services are delivered, and ensuring that the needs of allFrom the Back CoverAs they struggle to find stability in an increasingly turbulent environment, many health care executives are unaware of the remarkable similarity between the forces driving change in health care and those driving change in other industries. Successful health care leaders are learning to adapt to the requirements of their own organizations by adopting strategies proven effective in companies across industry sectors. At last, health care organizations have easy access to a revolutionary model?agility?that has transformed a broad range of industry giants. In a clear and concise manner, Steven L. Goldman and Carol B. Graham describe the attributes of agile enterprises and provide executives with valuable tools for developing agility-based strategic plans for health care organizations?for example, producing solutions in place of discrete products and services; implementing collaborative operations; creating adaptive organizations; and leveraging knowledge to gain competitive advantage. Filled with illustrative case studies, practical examples, and helpful management tools for self-assessment, *Agility in Health Care* combines the expertise of Goldman and Graham with the experiences of prominent health care providers, consultants, administrators, and academics to show how to apply this powerful model within the health care environment. The contributors reveal how to focus the effective agility model to help health care organizations Offer individualized customer solutions Create alliances and replace own-it-all strategies Replace outdated command-and-control hierarchies with win-win relationships Exploit the power of information technologies Create competitive advantage by sharing knowledge Train the next generation of physicians Agility in Health Care shows how organizations can become more effective competitors?changing how their institutions are structured, changing the way their services are delivered, and ensuring that the needs of all of their customers are met. Transform Your Institution into an Agile Health Care Organization Agility in Health Care offers more than theories; it's a "how-to" for health care executives who are determined to thrive?not merely survive?in today's chaotic marketplace. The authors present an innovative

strategic model that can guide health care leaders in creating synergistic partnerships with employees, customers, suppliers, and competitors?adapting to a changing marketplace and continually increasing customer demands. "Agility in Health Care presents a compelling case for rethinking what business we're in."?Kathryn E. Johnson, president and CEO, The Healthcare Forum "Most large health care organizations have the agility of dinosaurs?we are astonished that they can move at all. Yet Steve Goldman and Carol Graham point to agility as the key competency for dealing with an uncertain future. All health care organizations need to take note of this book if they are to move to the second curve."?Ian Morrison, futurist, author of *The Second Curve: Managing the Velocity of Change* "For health care enterprises, agility is an idea whose time has come."?Jeff Goldsmith, president, Health Futures