

## OUTLINE - WHY HOSPITALS SHOULD FLY - THE ULTIMATE FLIGHT PLAN TO PATIENT SAFETY AND QUALITY CARE

Taking the title from the book by John J. Nance, this is the premier presentation that has been so in demand in the last 6 months in Healthcare (64 presentations by Mr. Nance alone in 2009). This presentation builds on the reality that American Healthcare is, in fact, a gigantic and complex Non-System, and that to achieve real patient safety and quality of care in such a chaotic environment requires building healthcare for the first time into a coherent, interactive system. Inclusive in this revolutionary approach is the fact that the American Hospital cannot serve the patient's best interests as long as it continues in the tradition of Ben Franklin (the creator of the first American Hospital) as an institution built only for doctors, not patients. The hospital MUST become a true unified entity in which even the outside physicians consider themselves an integral and proud part of the team - rather than independent practitioners merely renting space for their patients in a farmer's market. In addition, this lecture highlights the essential role of the physician AS a leader (rather than a commander) in orchestrating the amazingly effective shift to Collegial Interactive Teamwork based on open communications, caring and trust. How the hospital board and C-suite become essential to this process of change - and how it can all be torpedoed by a chief financial officer who refuses to understand the broader human effects of each cost-cutting decision - will upend your previous understanding. Why Hospitals Should Fly has become a runaway best seller in healthcare worldwide, and this presentation - recommended for 1.5 to 2.0 hours - not only explains why, but rallies the troops for immediate change. (While not required, it is highly recommended that copies of the book either be provided the participants, or made available in advance.)

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John J. Nance has been recognized as one of the most important thought leaders in contemporary American Healthcare. Awarded the Distinguished Graduate for Public Service Award from SMU's Dedman School of Law in Dallas in 2010, his book, Why Hospitals Should Fly, was named the Book of the Year for 2009 by the prestigious American College of Healthcare Executives. One of the founding board members of the National Patient Safety Foundation and a board member and executive board member for 9 years, he maintains a year round schedule of research and communication of the messages inherent to patient safety improvement.