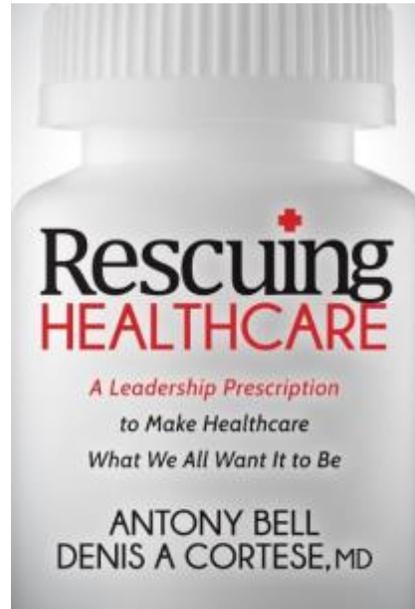


# ***Rescuing Healthcare***

## **Media Kit**

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### **1. Brief Description of *Rescuing Healthcare***

Healthcare is breaking.

It's contentious and politicized—and in crisis.

As a nation, we've researched it. We've thrown money at it. We've offered one solution after another. We've debated and legislated—passionately and aggressively. And it's still in crisis.

But it doesn't have to stay that way. We've tried just about everything ... except one thing: we haven't defined the *leadership* it's going to take to rescue healthcare. Nothing is more vital to rescuing healthcare than having the right people in the right places exercising the right leadership.

And that *can* happen ... *Rescuing Healthcare* offers the key players in healthcare a clear, compelling leadership prescription, whatever their role—as providers, administrators, policy makers, regulators, or any other stakeholder.

And for the rest of us as healthcare consumers (current and future patients!), *Rescuing Healthcare* shows us what kind of leadership we should expect—so these leaders make healthcare everything we want it to be.

Whatever your role in healthcare, there has never been a time when your leadership mattered more. *Rescuing Healthcare* will guide you on the path to great leadership—and equip you with the confidence and knowledge to exercise it.

This is the crucial next step in your transformation as a healthcare leader—and the vital next step in the transformation of healthcare itself.

## 2. Why We Wrote *Rescuing Healthcare*

We wrote *Rescuing Healthcare* because healthcare is in deep trouble. It needs rescuing. We wrote it to address three big questions:

1. What should healthcare look like—what should it be providing us?
2. What is stopping it from providing us what it should be providing?
3. What kind of leadership—and from whom—will it take for healthcare to provide what it needs to provide?

### **What should healthcare delivery look like—what should it be providing us?**

It's very simple: we need healthcare delivery to give us the best possible care at the lowest possible cost—consistently, across the country. That's what we call *value* in healthcare, and that should be the purpose of healthcare: providing the highest *value* at the lowest cost ... in other words, whatever the medical condition, providing the best possible solution at the least overall cost.

Such a purpose has profound implications. It means thinking differently about healthcare delivery. It may suggest, for example, initiating more costly treatments earlier on if it avoids other treatments later, thus increasing the effectiveness of the overall treatment ... while lowering the cost.

### **Why isn't it providing us what it should be providing?**

The current system doesn't allow for this kind of value. The current system drives a focus on individual procedures instead of the whole treatment cycle. It focuses on processes, not outcomes. More than that, the system actually rewards the focus on process and punishes the focus on outcomes. The system pays the delivery infrastructure—unintentionally perhaps—to keep as many people in the system as possible. We should be trying to do the opposite: reduce the number of patients, not increase it.

### **What is needed?**

This notion of highest value at lowest cost in healthcare delivery is not new—it has been discussed for some time, and fortunately, it's gaining traction.

But the one piece that's missing in the debate is how to get to there—specifically, the kind of *leadership* it will take to get us there. The key to the right outcomes is the right leadership.

So in *Rescuing Healthcare*, we address three big ideas:

1. What does high-value healthcare look like?
2. What are the obstacles we face in getting there?
3. What kind of leadership will it take to overcome these obstacles?

### **Why is leadership so important?**

Leadership really matters: it's the critical variable. Good leadership makes the world better; bad leadership makes it worse. More than ever in healthcare, we need the right leadership exercised by the right people in the right places—both from leaders who set the vision and strategy as well as those who execute that vision and strategy. Without that kind of leadership, healthcare will only get worse.

The good news is that such leadership is possible: in *Rescuing Healthcare*, we offer a Leadership Framework that shows those directly involved in healthcare delivery and those who influence it what kind

of leadership they need to exercise to play their part in rescuing healthcare. We take the mystery out of leadership and make it accessible and very practical—we give them a path to implement the changes they need to implement and to exercise the kind of leadership they need to exercise.

If the key players exercise this kind of leadership, they will rescue healthcare.

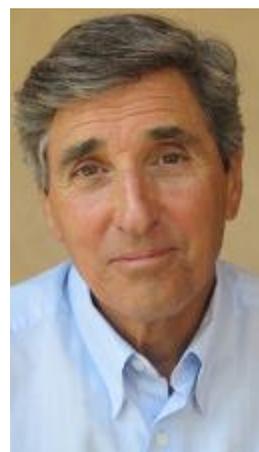
### Why this matters for everyone

This book is not just for those who deliver healthcare and for those who influence it. It's also for those who receive it. Everyone needs to know what's going on in healthcare. Those who can give the right leadership should give it—and the rest of us should make sure they do.

We all know that healthcare is in deep trouble. And we know that time is running out on us. It needs urgent attention. We need to rescue healthcare.

### 3. Author Bios

Antony Bell is founder/CEO of Leader Development Inc., an organization that has helped many leaders in multiple sectors engineer the transformation of their leadership—and through it, the transformation of their organization. He has created an integrated, comprehensive leadership framework that makes sense of the complexities of leadership and brings together all the multiple elements of leadership into a coherent whole. This framework, applicable to any context at any stage of a leader's career, is now widely applied by numerous individuals, consulting companies, coaching companies, government agencies, businesses, and non-profit organizations; it is widely considered the most comprehensive summary of the key elements of great leadership. He is the author of *Great Leadership: What It Is and What It Takes in a Complex World*, and a frequent contributor to the business and leadership press.



Denis A. Cortese is a Foundation Professor at Arizona State University (ASU) in the College of Health Solutions and the Director of ASU's Health Care Delivery and Policy Program. He is also the President of the non-profit, Healthcare Transformation Institute based in Phoenix, AZ. He is Emeritus President and CEO of Mayo Clinic. Dr. Cortese also serves on the board of directors for Pinnacle West, Essence Global Holdings Corporation, Dartmouth-Hitchcock Medical Center, Health Care Cost Institute and Cerner Corporation. His memberships in national and international organizations include the Institute of Medicine of the National Academy of Sciences where he served as the original chair of the Roundtable on Value and Science-Driven Health Care; National Associate designation with the National Research Council; honorary member of the Royal College of Physicians (London) and the Academia Nacional de Medicina (Mexico). He formerly served in the following positions: member of the health advisory board of RAND; member, and served as the chair of the board of the Health Care Leadership Council in Washington, DC.; member of the Harvard/Kennedy Health Policy Group; member of the Division on Engineering and Physical Science

(DEPS) of the National Academy of Engineering. Education includes a BS from Franklin and Marshall, an M.D. from Temple University, and residency training in Internal Medicine and Pulmonary Diseases at Mayo Clinic. Awards include an Ellis Island Award in 2007 and the National Healthcare Leadership Award in November, 2009.

### 4. What People Are Saying ...

In *Rescuing Healthcare*, co-authors Antony Bell and Dr. Denis Cortese achieve the astonishing feat of packing several thought-provoking books into one, all in the space of merely 220 pages. The book is part tutorial on the nature of transformational leadership, with insights and lessons that span organizational paradigms and circumstances. In addition, their book contains a searching critique of the philosophical, human, financial, and institutional foibles of our fragile and misguided healthcare system which has lost its way. The authors argue convincingly that by failing to place the well-being of patients at the heart of the enterprise, our system befuddles, frustrates, and even frightens those it ostensibly is designed to serve. In their most telling criticism, Bell and Cortese contend that our system is woefully shortsighted because it concentrates principally on treating patients' illnesses instead of preventing medical problems and keeping people healthy. *Rescuing Healthcare* could become a game-changer by inspiring a generation of transformational leaders – providers, payers, policymakers and patients alike – with the vision, courage, savvy and resolve to create a 21<sup>st</sup> century system truly devoted to the health of the American people.

***Hugh B. Price, former President and CEO of the National Urban League, former visiting professor in the Woodrow Wilson School at Princeton University, former non-resident senior fellow at the Brookings Institution***

We need a health revolution to provide people with better outcomes, with greater convenience, at lower cost. Rescuing healthcare will take leadership and bold thinking - exactly what this book provides.

***Steve Case, Co-founder of AOL & Chairman of Revolution & The Case Foundation***

Getting more for our health care dollars should be one of the nation's highest priorities, with credible estimates suggesting that we spend as much as 5 percent of our gross domestic product on health care that doesn't improve outcomes. And yet, in some sense, we already know how to attack this problem: as Cortese and Bell emphasize in this well-written book, some healthcare systems already do it. The problem is that such high-quality, high-value care is scattered and it needs to be universal, which in turn requires the leadership called for by Cortese and Bell. You may not agree with everything in this book, but it's important to read if you care about the healthcare your family receives and the economic and fiscal future of the United States.

***Peter R. Orszag, former Director of the Office of Management and Budget***

One of America's most eminent medical executives and a highly-regarded thought leader in leadership have given us a masterful overview of healthcare leadership and how to improve it. *Rescuing Healthcare* gets straight to the point, with a sharp diagnosis of our ills and a clear vision of where healthcare needs to go. Drawing on a lifetime of experience, Dr. Cortese and Antony Bell offer a detailed strategy to unite your organization around a common purpose, improve patient care, and succeed in a value-based environment.

***Toby Cosgrove, MD CEO and President, Cleveland Clinic***

Bell and Cortese clearly articulate the central importance of leadership to achieving high value, patient-centric health and wellness, as well as why it is so difficult, in the complex adaptive system of healthcare delivery. A compelling read for anyone who hopes to contribute to and experience the transformation of the US system of healthcare delivery.

**William B. Rouse, Ph.D., Alexander Crombie Humphreys Chair of Economics of Engineering, Stevens Institute of Technology; Member, National Academy of Engineering; Author, Understanding and Managing the Complexity of Healthcare (MIT Press)**

Bell and Cortese describe the symptoms of our health system in distress. They then lay out the leadership traits that are required to change our healthcare system. They make a convincing case that without leadership we cannot transform our healthcare system. They go on to describe the tangible and intangible assets that make for a transformational leader. This is a must read for all current and aspiring leaders in healthcare.

**Michael M. E. Johns MD, Executive Vice President for Health Affairs, President/CEO and Chair Emory Healthcare Emeritus; Professor, Schools of Medicine and Public Health; former Dean, Johns Hopkins School of Medicine**

*Rescuing Healthcare* is essential reading for anyone involved in health care reform, be it as a provider, payer or governmental body. Good ideas as well as practices will only flourish when leadership and dedication reinforce one another. This is the great lesson from this wonderful book.

**Ab Klink former Dutch Minister of Health, Welfare and Sport (2006-2010). Professor at the Free University Amsterdam**

*Rescuing Healthcare* is a provocative, inspiring, and ultimately hopeful, call to action. Denis Cortese and Tony Bell effectively deploy equal parts moral suasion and a kick in the seat of the pants to make the case that the vision of high-quality, affordable health care for everyone is within reach, but only if those on the frontlines of patient care step up and take charge of changing health care.

**Nancy-Ann DeParle, Founding Partner, Consonance Capital, and Former Deputy Chief of Staff for Policy to President Barack Obama**

The uniqueness of *Rescuing Healthcare* is that it not only addresses healthcare's profound problems from a leadership perspective, but it also spells out the kind of leadership it will take to reverse its self-destructive direction. A must-read for anyone involved in healthcare—as we all are.

**Jim Barksdale, Former President & CEO Netscape; Former COO, CEO AT&T Wireless; EVP and COO Federal Express; Chairman and President of Barksdale Management Corporation**

As the clock runs out on American health care, Denis Cortese and Antony Bell offer a provocative and uniquely American solution to its failings: bold leadership. They tell policymakers, managers, clinicians and the public to step up to the plate and take on the challenges in the industry before it is too late. They show vivid examples of how strong leadership has improved quality, reduced waste and made medical treatments a livable experience. No one can read this book without believing that we can tackle these problems and must do it now.

**David J. Brailer, MD PhD, CEO Health Evolution**

In *Rescuing Healthcare*, Antony Bell and Denis Cortese argue that we can move to a system of care that is truly efficient, effective, and affordable—but only if those who actually deliver the care take the lead in developing solutions that work. This is no fairy tale—it is already happening in communities across the country where health leaders work together to find ways to improve care and cut cost for the system as

a whole. Bell and Cortese make a persuasive case that the health sector can save itself, but to do so will take leaders who are willing to collaborate in developing solutions that provide the greatest value to patients. This important and useful book will remind everyone that collaboration is more likely to lead to solutions than confrontation—and that's a particularly important lesson in this day and age.

**Joe Antos Ph.D., Wilson H. Taylor Scholar in Health Care and Retirement Policy, American Enterprise Institute; Adjunct Associate Professor of Emergency Medicine, George Washington University**

Antony Bell and Denis Cortese have presented a clear picture of what healthcare must become if it is to deliver better outcomes at affordable costs. They insist that we must redirect our attention to the well-being of patients from our present fixation on the interests of providers and payers now served by fee for service medicine. They describe the qualities of leadership necessary if we are to change direction, and they inspire us to exercise such leadership. Bell and Cortese have given us a guidepost pointing the way to what must and will be the future of healthcare.

**John Danforth, Former US Senator**

Antony Bell and Denis Cortese have written a book that is both important, inspiring and based in reality. At a time when physicians and providers are struggling to retain their mission and purpose, in an increasingly dysfunctional health care system, *Rescuing Healthcare* is a call to action and a manifesto for positive change, driven by those on the front lines, the ones actually making the decisions that affect patients' lives every day. This is must read for anyone interested in health care improvement, from those entering medical school to seasoned physicians, administrators, and policymakers."

**Dr. James N. Weinstein, DO, President/CEO Dartmouth-Hitchcock Health; Peggy Y. Thomson Professor in the Evaluative Clinical Sciences, Geisel School of Medicine and The Dartmouth Institute for Health Policy and Clinical Practice**

Antony Bell and Denis Cortese have partnered to produce a remarkably accessible and insightful book on one of the nation's thorniest and most compelling challenges: our dysfunctional health care system. Despite our position as far and away the international leader health expenditures—some 50 percent higher than the country ranked as the #2—we rank well down the quality list, behind at least 30 other countries according to the World Health Organization. Drawing on their complementary blend of deep experience shaping leadership for complex circumstances, Bell and Cortese lay out the prerequisites for progress, founded in a continuously learning system, in which the incentives are focused on patients and the outcomes they deserve. At the same time, in a sobering nod to reality, they liken the courage, will, and leadership required to that of the D-Day battlefields. Such is the nature of optimism when it comes to health care today.

**J. Michael McGinnis MD MPP, [National Academy of Medicine](#) Leonard D. Schaeffer Executive Officer**

The combined experience of a leadership development guru and a uniquely significant healthcare leader led to the impressively titled and written *Rescuing Healthcare* is too important to leave in the hands of policy makers, providers and insurers. Antony Bell and Dr. Denis Cortese provide the rationale and understanding for all of us to play our part in leading the necessary change in healthcare. It is an exciting thesis and a great read.

**Gary Bisbee, Jr., Ph.D., MBA, Chairman and CEO, The Health Management Academy.**

Today we live in a very complex world where no one, neither institution, government nor country can operate on its own. This also applies in particular to the healthcare environment. As explained in this book,

more than ever vision combined with strong leadership, ownership and execution power are needed. The role of leadership gets the special focus it deserves. It has led to an impressive unique workout. The parallel with D-day is daring, but extremely inspiring and convincing. Born in World War II and having enjoyed so many years the success of the victory, I sincerely wish that this book will contribute in the same spirit to find real solutions for the huge healthcare challenges we are facing nowadays. That is why I strongly recommend reading it.

***Henk van den Breemen, General RNLMC retired, former CHOD NL***

*Rescuing Healthcare* provides an excellent overview of the journey that has produced the current crisis in American healthcare. The authors also present an effective framework for understanding the need to transform American healthcare, the complexity of the task and the central role that leadership occupies in accomplishing the shift from volume to value. The format of the book will facilitate the thoughtful dialogue that will be essential to the creation of a sustainable system for creating a person-centric system for delivering health care, service, support and information.

***Charles Barnett, former CEO, Chairman of the Board Seaton Ascension***

This wonderful book links a clear explanation of why health care is failing to a compelling prescription for change. There is no question that lack of leadership is at the heart of the many problems we face. Who can rescue health care? With the insights and guidance of this book, we all can.

***Elliott S. Fisher, MD, MPH, John E. Wennberg Distinguished Professor, Geisel School of Medicine at Dartmouth; Director, The Dartmouth Institute for Health Policy and Clinical Practice***

Healthcare is at a critical junction. While technological, biological, and analytic capabilities hold great promise there are unprecedented opportunities for visionary leaders to step forward and create health systems that are truly focused on the people they serve by preventing illness and injury whenever possible, restoring optimal health when possible, and provide meaningful support through transitions when healing isn't possible. The nation's health and financial stability will depend on leaders who understand and apply leadership skills to navigate the transition to patient-centered healthcare. In clear writing, Antony Bell and Denis Cortese bring considerable experience and wisdom to bear on the problems and possible solutions, and gives insight into the leadership competencies needed to transform the delivery of healthcare.

***Charles W. Sorenson, MD, FACS, President and CEO Intermountain Healthcare***

Bell and Cortese have teamed up in unique way to share their distilled lifetime of experiences—Cortese with a deep understanding of the complexities of our healthcare system, and Bell with a remarkable leadership framework that is essential for real change. The combination is a perfect recipe for genuinely transformational leadership within healthcare. While their writing is simple to comprehend, it makes a powerful appeal for the discipline, courage, and commitment it will take to rescue healthcare. An essential book for its resuscitation.

***Gary Strack, Executive Mentor Merryck & Co., Former President/CEO Orlando Regional Healthcare System***

Health care in this country is on the cusp of a golden age. Medical science gets better every day. The tool kits to support patient care are constantly improving. The technology to deliver complete information to each caregiver about each patient is better than it has ever been, and that functionality is going to improve to the point where physicians and caregivers will have the ability to act on full information in real time about each of the patients they serve.

All of that functionality has the potential to be transformational and to create a truly golden age for patient care. But that transformation will not happen unless someone leads it. Care will not serendipitously organize itself. Care systems will not spontaneously emerge and function as systems. Transformation will not happen on its own. It needs to be organized. It needs to be led.

Leaders are the key. Health care needs leaders who have the vision, expertise and organizational skills to lead caregivers and health care organizations to that golden age.

This book is about those leaders. It's about leaders who truly improve and transform care, and the next levels of actualization for the new tool kit for care and the new science of care will only happen if leaders with vision do the right things to make them happen.

The authors are experienced and wise health care and business leaders with both insight and vision. They have given us the critical elements of leadership for the transformation of healthcare, and anyone who wants to see healthcare transformed should read this book—and support those leaders trying to get the job done in the ways that it needs to get done.

***George C Halvorson, Chair and CEO Institute for Inter Group Understanding; Retired  
Chair/CEO Kaiser Permanente Health System***

Cortese and Bell have crafted an enlightened, thorough and readable primer on leadership—in healthcare and elsewhere. Both aspiring and established healthcare leaders will benefit from mastering the wise lessons it conveys.

***David Blumenthal, MD, M.P.P., President of the Commonwealth Fund***

The delivery of higher quality in health care requires leadership as much or more than payment reform and new models of care. This very readable volume by national experts describes the key attributes of effective leadership and shows how they have driven value in successful health care organizations. This is essential reading for all health care stakeholders, especially emerging leaders.

***John W Rowe, MD, Former CEO Mount Sinai Health System and Aetna***

Authors Antony Bell and Denis Cortese cut through the complexities of our healthcare crisis to provide health care professionals, policy makers and other stakeholders the right questions to ask, and refreshingly clear, convincing, and sensible answers that lead us toward much-needed transformation.

***Mindy J Fain, MD, President American Academy of Home Care Medicine. Co-Director,  
University of Arizona center on Aging, President AAHCM***

## 5. Interview Questions

1. **What is the purpose of this book? What do you hope to accomplish from it?**
2. **What is the final destination in healthcare?**
3. **There's a huge number of books out there on reforming healthcare. How is yours different?**
4. **Why this focus on leadership? Why is leadership so important?**
5. **How will this book help people in healthcare and people who influence it lead better?**
6. **Who do you hope will be impacted and influenced by this book?**
7. **How have you seen this approach to leadership actually work?**
8. **How did the two of you get to collaborate on this?**
9. **What advice would you give to leaders who work in healthcare or leaders who make decisions that affect healthcare?**

## 6. Contact Information

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**\*\*FOR IMMEDIATE RELEASE\*\***

## A New Take on Healthcare Reform

NEW YORK—MONTH XX, 2017—Morgan James's new release, *Rescuing Healthcare: A Leadership Prescription to Make Healthcare What We All Want It to Be* by Antony Bell & Denis Cortese, offers a solution to the many flaws in America's crumbling healthcare industry.

Healthcare has been a topic of debate in America for years. In light of the recent presidential election and the impending overturning of the Affordable Care Act, many are left dazed and displeased with their current healthcare plans and providers.

*Rescuing Healthcare: A Leadership Prescription to Make Healthcare What We All Want It to Be* offers a solution to the current overall dissatisfaction in America's healthcare. Antony Bell and Denis Cortese suggest that the answer lies in leadership reform in the healthcare industry. The book starts by explaining the problems in healthcare today and how the industry got to that point. It then goes on to demonstrate the desperate need for leadership in the health and medicine fields, and shows those in positions of leadership exactly how they can help make improvements.

Bell and Cortese's goal in *Rescuing Healthcare* is to completely transform the healthcare industry by empowering medical practitioners and providing them the confidence and knowledge they need to create change in their fields. *Rescuing Healthcare* not only targets workers in the medical field, but also health care recipients, so that they too can know what they should be getting from their providers, and how they should ask for it. Overall, it provides a much needed solution to an ever worsening problem in America.

If you would like more information about this topic, or to schedule an interview with Antony Bell & Denis Cortese, please call Nickcole Watkins at 516.900.5674.

### About the Author:

Antony Bell is founder/CEO of Leader Development Inc., an organization that has helped many leaders in multiple sectors engineer the transformation of their leadership—and through it, the transformation of their organization. He has created an integrated, comprehensive leadership framework that makes sense of the complexities of leadership and brings together all the multiple elements of leadership into a coherent whole. He is the author of *Great Leadership: What It Is and What It Takes in a Complex World*, and a frequent contributor to business and leadership press.

Denis A. Cortese M.D. practiced medicine for 40 years at Mayo Clinic, participating in education, research, and administration, and ended his career there as President and CEO from 2002 to 2009. He currently serves as Foundation Professor and Director of the Healthcare Delivery and Policy Program at Arizona State University, focusing on helping health care leaders embrace the solutions offered in *Rescuing Healthcare*. He also serves as President of the Healthcare Transformation Institute.

**More About This Title:** *Rescuing Healthcare: A Leadership Prescription to Make Healthcare What We All Want It to Be* by Antony Bell & Denis Cortese will be released by Morgan James Publishing on April 4, 2017. *Rescuing Healthcare*—ISBN 978-1683501367—has 250 pages and is being sold as a trade paperback for \$19.95.

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