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Dr. Merlino's book—Service Fanatics: How to Build Superior Patient Experience the Cleveland Clinic

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Way—is available through Amazon. And for more on this topic, see: Leadership First, and other Critical Lessons to Improve Patient Experience, and Cleveland Clinic Summit: Sharable and Scalable Patient Experience Ideas.

#### Service Fanatics: Required Reading for Superior Patient ...

Health Care's Service Fanatics ... For example, any patient, for any reason, can now make a sameday appointment with a single call. Set patients' expectations.

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The Resource Service fanatics: how to build superior patient experience the Cleveland Clinic way, James Merlino, MD, Chief Experience Officer of Cleveland Clinic

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In gripping, visceral, on-the ground fashion, Service Fanatics reveals the strategies and tactics the Clinic applied to become one of today's leading patient-experience healthcare organizations--methods that seamlessly translate to any business seeking to improveits customer experience.

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Service Fanatics and its author exude passion, humility, integrity, and caring. It will make any organization better and is a must-read for everyone in healthcare." —David T. Feinberg, MD, president of UCLA Health System and CEO of UCLA Hospital System

## Amazon.com: Service Fanatics: How to Build Superior ...

Service Fanatics is the definitive resource for leaders seeking to put the patient at the center of their organizations." -- Pat Ryan, CEO of Press Ganey " Service Fanatics is upfront about just how hard it is to change a culture so that it becomes truly customer-centric--then tells you how you can do it anyway. . . .

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Dr. James Merlino, who was a keynote speaker at the 2014 Canadian Conference of Physician Leaders, is the Cleveland Clinic's chief experience officer. In Service Fanatics, he describes how the Cleveland Clinic, an organization with an excellent clinical reputation and some of the best clinical

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outcomes in the world, evolved from an organization with low scores for patient experience to one  $\dots$ 

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