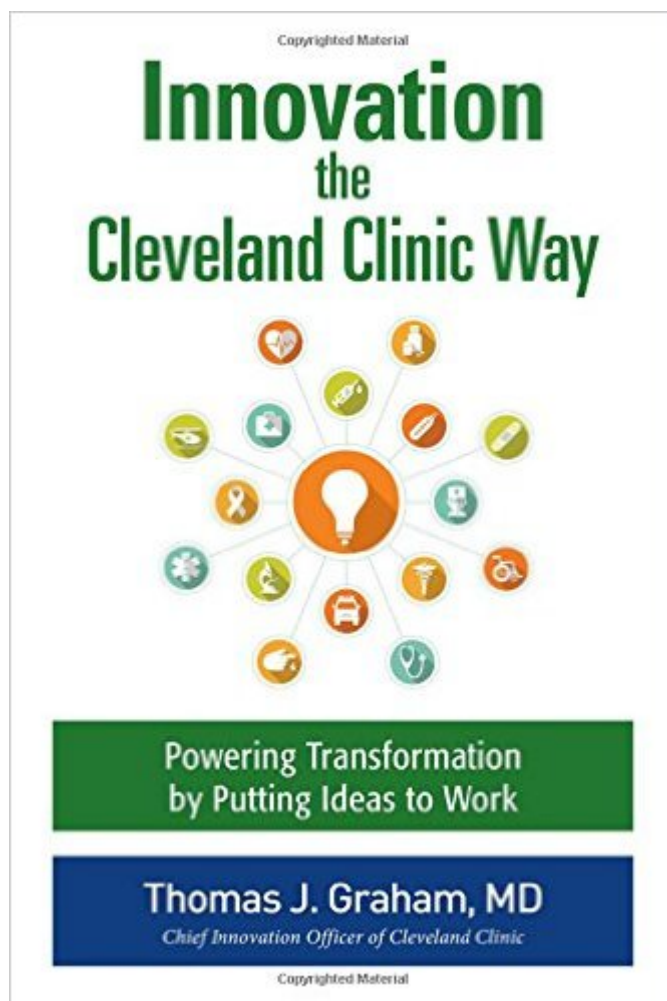


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# Innovation The Cleveland Clinic Way: Transforming Healthcare By Putting Ideas To Work



## Synopsis

Unlock the secret to groundbreaking innovation with this game-changing guide! Innovation means putting ideas to work. It is a discipline that can be learned, practiced, and leveraged to propel meaningful transformation and sustainable success, and it is proving to be the margin of difference in the largest concentrated sector of our economy: healthcare. This is where the stakes may be highest because the transcendent ideas that come from the patient bedside or laboratory bench don't just translate to a bottom line, they improve and extend human life. Since its inception in 1921, Cleveland Clinic has been at the forefront of life-saving innovations in healthcare, pioneering a new model of care, advancing surgical techniques, and developing cutting-edge medical technologies. It has revolutionized the industry with a proven and tested working model for mission-driven, results-oriented success—one that is applicable to industries beyond healthcare. In *Innovation the Cleveland Clinic Way*, Thomas J. Graham, MD, describes the Clinic's unique approach. Learn:

- How to align the innovation strategy with your organization's mission
- How to identify your organization's innovation assets and put them to work
- How to foster collaboration within and across teams to spark creative ideation
- The process of taking "napkin ideas" through successful commercialization
- The most common innovation pitfalls and how to avoid and address them
- Cleveland Clinic's 10 commandments of innovation and the six degrees of innovation

Packed with enterprising solutions and inspiring examples, this practical guide will equip any individual or institution seeking to affect purposeful transformation. Use these best practices to put ideas to work and turn yours into a high-innovation organization. Thomas J. Graham, MD, is the Chief Innovation Officer of Cleveland Clinic and Vice Chairman of Orthopedic Surgery. A prolific inventor with nearly 50 worldwide patents and a serial entrepreneur, he is a renowned orthopaedic surgeon whose practice is the premier destination for the care of the professional athlete's hand and wrist. He is regularly recognized as one of *«America's Best Doctors.»*

## Book Information

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## Customer Reviews

Sadly this is a case of a great story that frustratingly is not fully realised. The book's mission is simple: to look at the innovative, transformative power of the Cleveland Clinic and show how ideas can be put to work. Yet the book just didn't cut it. Instead of being an energy-packed celebration of innovation, buzzing with enthusiasm and take-out points to allow people to integrate innovation into their own business, this book just felt flat, sounding more like a hype-filled "infomercial" or glossy publicity brochure. What went wrong and why did it leave this reviewer so cold? There was a lot of good material within, but it was overshadowed by the relentless advertorial-style that resonated throughout. This reviewer has read about some of the successes and positive developments that the Cleveland Clinic has enjoyed in other books and magazines and thus was quite excited to read a more detailed, deep-dive into this subject. It was not meant to be. Whilst there is a lot of material that will give chapter and verse about the clinic's operations and structure, it just failed to grab one's attention. Push aside the PR-veneer and it felt a little too average and lacklustre. Publicity material for the book promised that it is "packed with enterprising solutions and inspiring examples (it) will equip any individual or institution seeking to affect purposeful transformation. Use these best practices to put ideas to work and turn yours into a high-innovation organization." • Physician, heal thyself! Read thy book before you lecture others. The author is no slouch: he is the chief innovation officer and vice chairman of orthopaedic surgery at the clinic, with nearly 50 worldwide patents to his name amongst other honours. So what happened?

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