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PRAISE FOR
PRESCRIPTION FOR EXCELLENCE

"Rather than resting on their laurels, the UCLA Health System asked, 'How can we be better?' This excellent book reveals how they choose their direction and develop their future through the transformation to an even greater institution because they are committed to care."

—JOYCELYN ELDERS, M.D.,
former U.S. Surgeon General

"Most leadership authors describe how to apply commonsense principles. Michelli is a notable exception. Now he artfully describes the compelling, *uncommon* leadership practices that transformed the UCLA Health System. The resulting lessons are plentiful and powerful for today's business leader."

—LEE J. COLAN, PH.D., author of
Sticking to It: The Art of Adherence

"A hospital, like any business, must be true to its core values in order to succeed. 'Trickle down values' start at the top with the best leadership so all the stakeholders understand and carry out the mission of the institution. That is the gift that David Feinberg has brought to UCLA. I am in awe of his management skills and deeply appreciate his huge heart."

—LYNDA RESNICK, owner of Pom Wonderful,
Fiji Water, Teleflora, and Wonderful Pistachios

"This story of the transformation of the UCLA medical care system to a focus on caring and compassion is for all of us: patients and families, caregivers, healthcare system leaders, and policy makers. The UCLA community shows how to make dramatic improvements in a complex system in just a few short years. With

clear purpose, unwavering principles, and steadfast leadership, the people at UCLA have established a new bar, a compelling promise, for what healthcare can and should be.”

—DAVID M. LAWRENCE, M.D., former CEO,
Kaiser Permanente

“Joseph Michelli has written an absorbing and educational account of an astonishing transformation of a large institution led by Dr. David Feinberg. The strong, courageous, and focused leadership of David Feinberg and his outstanding team is evident on every page. His team is energized and dedicated to the vision of customer satisfaction and never resting until the next patient is well taken care of. This metamorphosis is a tremendous lesson for all large enterprises, whether in the not-for-profit or in the for-profit sector.”

—WILLIAM E. SIMON, JR., cochairman of
William E. Simon & Sons

“In my more than 50 years of business experience, I have operated some very large public and private companies, highlighted by what was at that time the most well-known hotel gaming company in the world. We were open 24 hours a day, 365 days a year under extraordinarily difficult circumstances. When you take care of as many as 40,000 people on one property in a single day, it makes you very aware of the importance of customer satisfaction. The analogy to operating a hospital is obvious, because so many of the services are the same. This book diligently emphasizes some of the major differences. The vision statement deals with ‘healing humankind’ and does not allow return on investment a position to compromise those objectives.”

—HENRY GLUCK, Chairman of the Board of
Advisors for Ronald Reagan UCLA Medical
Center and former CEO and Chairman of the
Board of Caesars World

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Prescription
for
Excellence

LEADERSHIP LESSONS FOR
CREATING A WORLD-CLASS
CUSTOMER EXPERIENCE FROM
UCLA HEALTH SYSTEM

JOSEPH A. MICHELLI



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LISBON LONDON MADRID MEXICO CITY MILAN
NEW DELHI SAN JUAN SEOUL SINGAPORE
SYDNEY TORONTO

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