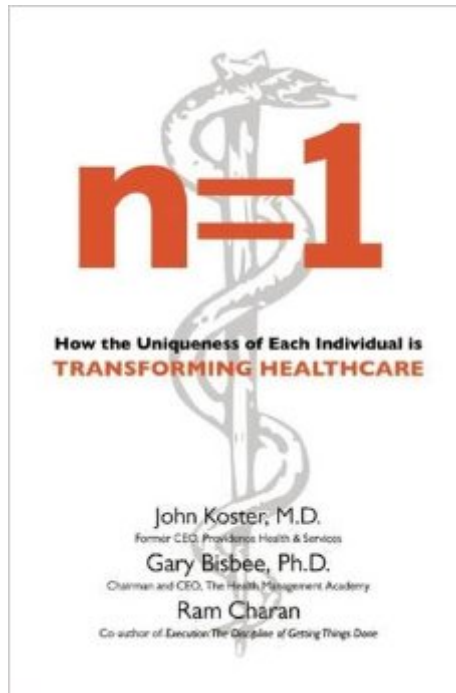


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# N=1: How The Uniqueness Of Each Individual Is Transforming Healthcare



## Synopsis

This book, n=1 is a collaboration of physician health system CEO, venture capital entrepreneur and leading global business advisor and best-selling business author. These differing perspectives provide insights into the forces transforming the global society, business and professions with a focus on US healthcare and its transformation. Healthcare leaders must develop the incisive questions that challenge the orthodoxies hindering organizational transformation. Our experience indicates leaders of successful non-healthcare organizations develop cultures of inquiry that guide their organizations through dramatic market change. Unique individuals are the driving force in the transformation of healthcare. Digitization has democratized information, which feeds the desire of people to act, behave and be treated as unique individuals. Scientific innovation is revealing the importance of our biologic individuality. The financial risk of healthcare is increasingly passed to individuals and providers, fueling changes in financial incentives. An individual with information knows their options, and wants to choose the option most suited to his or her unique healthcare needs and financial means. This profound and fundamental change in the individual's expectations and behavior is accelerating healthcare transformation. The title of this book, n = 1, is a symbol of the uniqueness of individuals. The n=1 will transform healthcare.

## Book Information

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## Customer Reviews

This is a very important book. I found it to be both familiar and challenging. Familiar because it describes many of the trends that we know are working on healthcare (disorienting changes in

payment systems; consolidation and disintermediation, etc.) and focuses readers' attention on two overarching forces that we sense are reshaping everything – digitization and disruptive scientific innovation. These two mega forces will continue to enable both health care consumers and those who care for them to be deeply understood as individuals – a concept so nicely captured in the title N=1. Challenging because the authors describe the significant changes in mindset, culture, organizational structure and, most importantly, the work of leaders. Critical to me were the implications for the selection of board members; the manner in which boards, management and clinical leaders work with each other; developing new leadership skills deep into the organization and assuring that important innovations discovered in one place are spread rapidly to others. I encourage board, management and clinical leaders to read this important book and work together to discuss and understand its implications.

I got the book Friday and could not put it down. As a practicing physician involved on the front lines; I found this book to be a fascinating, engaging and easy read that had me thinking very differently about the changes occurring in healthcare. This book is well organized and makes it easy to understand what is driving the changes in health care (e.g. IT, scientific innovations). The authors motivates health care leaders and patients to ask the right questions. The book describes the disruptive transformation in healthcare with the ultimate goal to encourage greater coordination of care; support more cost effective patient centric and higher quality of care; and to improve outcomes. Whether you are in the medical field or a consumer; this is one book you want to read. It is almost a call to action for generating better results in healthcare while explaining the how and why this can happen now.

This is a thought-provoking read by three thought-leaders intimately experienced with the rapid transformation occurring in healthcare and other industries. They bring their diverse backgrounds in demonstrating how the healthcare industry is changing through the intersecting forces of consumerism, digitization, science and new applications of technology. Well-organized, it provides a conceptual framework for those leading the broad array of healthcare and its many related industries, which are now combining in exploding, diverse new arenas of innovation. It succeeds in its intent to serve as a practical "workbook", underscoring the importance of leaders asking the right kinds of questions to understand critical trends, anticipate new opportunities, and effectively change in the ways that are right for their organizations. Questions provided at the ends of chapters provide valuable discussion starting points for leadership teams to hone their inquiry and strategic

competencies.

Interesting to think about how we as the n=1 want to interact with our healthcare providers, both at the insurance and personal-care level. And of course, how will digitization, innovation and technology affect this at all layers of healthcare, especially for the n=1. The shift of risk transference and a more retail-version of healthcare was a concept I had not thought of, which combined with economic principles will drive the cost down as well as hopefully lead to even greater levels of patient-care. Great book which really captured the essence of the Healthcare industry as it exists today with ideas of what the future can and should look like. The concepts in this book span across many industries and are applicable for all business executives. This is not just for Healthcare Executives and Professionals, but written for the individual consumer as well. This is a topic that affects everyone.

The impending consumerization of healthcare is coming, and this book does a great job explaining (at a high level) why. A nice and quick light read that is worth any healthcare professional's time, especially for the entrepreneurial-minded.

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