

Top three reasons why this information is important:

1. Healthcare must learn how to transform itself from within

- The government has the attention of health care CEOs by penalizing hospitals for poor HCAHPS scores. What CEOs decide to do next, and who they choose to help them, might be the most important decisions they make for the future of their organizations.
- Insight that leads to an industry's transformation typically comes from outsiders who are able to see things differently and have the ability to lead the insiders to a new perspective.
- CEO² facilitates transformation through its trademarked CEOing™ process that transfers business skills and empowers each individual to master themselves, their relationships, and their business.
- Change originates within the people, who then transform the organization, and are able to create and sustain extraordinary results.

2. Most change initiatives fail because they work at the symptom level

- Multiple studies document a 60 percent to 90 percent rate of failure among change initiatives. The higher failure rate relates to those initiatives that attempt to change the organization's culture. (Source: Bernard Burnes, Ph.D., Manchester Business School, *Managing Change*, 2009).
- Most consulting approaches treat only symptoms – such as creating a quieter environment or improving cleanliness or communication. Treating one symptom often inadvertently creates another problem; lasting change is rarely created at the symptom level.

3. A root cause, whole–system intervention is a new approach

- CEO² works at the core level of personal purpose and passion, beginning with the CEO and discovering personal purpose and passion for every employee. Within six months of an engagement, CEO² clients' employee engagement rises up to 80 percent from the national average of 26 percent.
- Purpose and passion are the root drivers of human potential, and that's the key driver of CEO²'s Advanced Transformational Technology™.
- There is no greater force than passionate people who align to make a difference - for example, to decide that their life's work together will be about creating exceptional patient experiences.

Story ideas

- Why chasing HCAHPS scores won't create real change
- How discovering purpose and passion can lead to creating extraordinary patient experiences
- Can an approach that has created extraordinary results in other industries do the same in health care?

Topics on which Anthony Cirillo is an expert source

- Health Care System Marketing and Transformation
- Improving Patient, Staff & Resident Experiences
- Educated Aging
- Healthcare Thought Leadership
- Healthcare Along the Aging Continuum
- Navigating the Healthcare System

Additional Resources

- Anthony Cirillo's [biography](#)
- Anthony Cirillo - 877-278-8791
- www.CEO2.com