

Philosophy of Care Extremes

Business Efficiency Model

IN THE MIDDLE

Entertainment Industry Model



Goal: Deliver health care services in the most efficient and cost effective way.
Apply principles of lean manufacturing to healthcare.

Patient = Product
(feels like a number)

Therapist = Producer
(feels like a machine)

Quote: “Be sure to get some charting done during your patient’s treatment time.”

Goal: Excellent patient care, delivered as efficiently as possible.

Patient: Sick person who has come to the right place for help.

Therapist: Expert, with the time and the tools that they need to do their job.

Quote: “You’re in good hands.”

Goal: Patient Satisfaction
Create a perceived culture of patient oriented service.

Patient = guest
(feels like a stay at a Disney Hotel)

Therapist = Service Provider
(feels like a servant)

Quote: “Is there anything else I can do for you today?”