

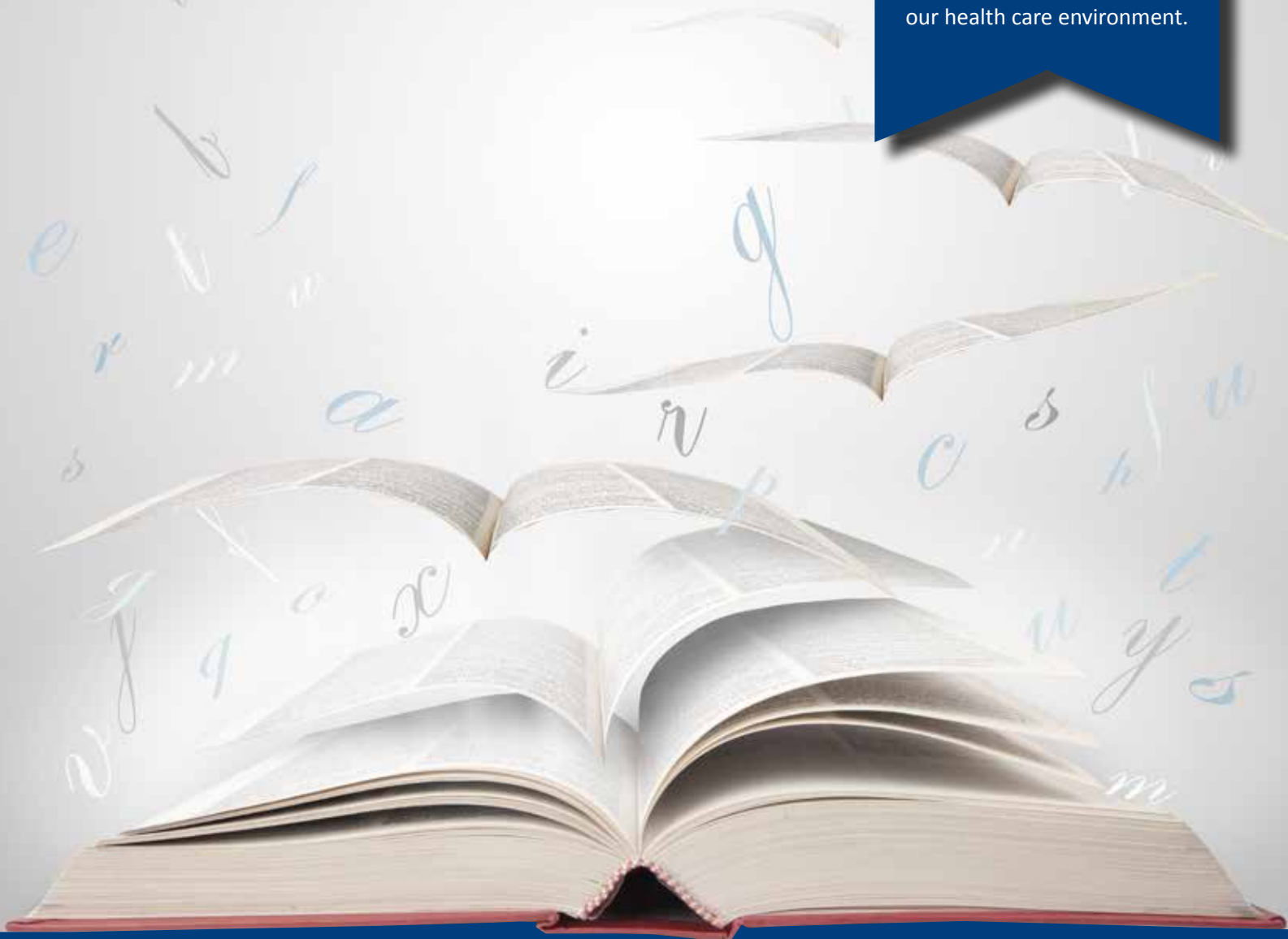
2020

ONE BOOK ONE HOSPITAL

Community-Wide Reading Program

The mission of the One Book One Hospital program is to foster a sense of community through reading and to simulate discussion of important topics.

The book topics will contribute to enhancing leadership, personal growth and improving our health care environment.

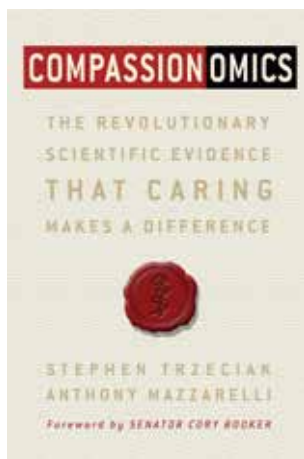


What is One Book One Hospital?

The Nebraska Hospital Association Research and Educational Foundation is again pleased to offer the “One Book One Hospital” program. One Book One Hospital is a community-wide reading program that was initiated by the Washington Center for the Book in 1998, and continues across the country and around the world.

We ask health care providers from Nebraska to read the same book at the same time and then participate in related activities and forums for discussion of the book within the hospitals. The NHA leads this project and invites hospital staff and health care providers throughout the state to plan activities that become an integral part of this statewide reading program.

Quarter 1: January 1 - March 31, 2020



Compassionomics: The Revolutionary Scientific Evidence that Caring Makes a Difference

Authors: Stephen Trzeciak and Anthony Mazzealli

Compelling new research shows that health care is in the midst of a compassion crisis. But the pivotal question is this: Does compassion really matter?

In *Compassionomics: The Revolutionary Scientific Evidence that Caring Makes a Difference*, physician scientists Stephen Trzeciak and Anthony Mazzealli uncover the eye-opening data that compassion could be a wonder drug for the 21st century.

Now, for the first time ever, a rigorous review of the science - coupled with captivating stories from the front lines of medicine - demonstrates that human connection in health care matters in astonishing ways. Never before has all the evidence been synthesized together in one place.

Quarter 2: April 1 - June 30, 2020



The Customer Revolution in Healthcare

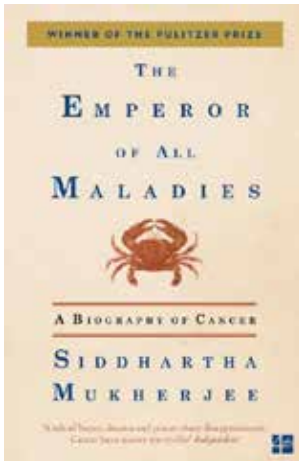
Author: David W. Johnson

Healthcare accounts for nearly a fifth of the U.S. economy. Everyone agrees that the current system is broken and in desperate need of repair. It should cost less, tackle chronic disease, and promote health. It requires a massive shift in resources from acute services to better care management, behavioral health, and primary care services. The question isn't what to do. It's how to do it. The revolution starts by meeting and supporting consumers' real health needs. It's time for American healthcare to serve the people.

Revolutionary healthcare empowers patients and providers alike. Competitive healthcare companies reconfigure inefficient business models to deliver appropriate, accessible, holistic, and reliable care at lower costs. Caregivers engage patients with insight and compassion informed by real-time data and analytics. Payers reward health companies that deliver great outcomes and great service at competitive prices while keeping members as healthy as possible. Investors fund innovative companies whose products and services delight customers. And consumers receive compassionate, affordable, convenient healthcare that meets their needs.

Most important, *The Customer Revolution in Healthcare* provides a robust framework for aligning economic incentives with patient needs to deliver better outcomes at lower costs with superior customer service. The future of healthcare belongs to innovative customer-centric health companies that deliver kinder, smarter, more affordable care—to all.

Quarter 3: July 1 - September 30, 2020



The Emperor of All Maladies: A Biography of Cancer

Author: Siddhartha Mukherjee

The Emperor of All Maladies is a magnificent, profoundly humane “biography” of cancer—from its first documented appearances thousands of years ago through the epic battles in the twentieth century to cure, control, and conquer it to a radical new understanding of its essence.

Physician, researcher, and award-winning science writer, Siddhartha Mukherjee examines cancer with a cellular biologist’s precision, a historian’s perspective, and a biographer’s passion. The result is an astonishingly lucid and eloquent chronicle of a disease humans have lived with—and perished from—for more than five thousand years.

The story of cancer is a story of human ingenuity, resilience, and perseverance, but also of hubris, paternalism, and misperception. Mukherjee recounts centuries of discoveries, setbacks, victories, and deaths, told through the eyes of his predecessors and peers, training their wits against an infinitely resourceful adversary that, just three decades ago, was thought to be easily vanquished in an all-out “war against cancer.”

Riveting, urgent, and surprising, *The Emperor of All Maladies* provides a fascinating glimpse into the future of cancer treatments. It is an illuminating book that provides hope and clarity to those seeking to demystify cancer.

Quarter 4: October 1 - December 31, 2020



Think Wrong: How to Conquer the Status Quo and Do Work That Matters

Author: John Bielenberg

The way we solve problems is broken. We are trapped by techniques and assumptions of a prior era.

Today challenges emerge at an ever-accelerating rate, and we struggle to find the imaginative answers we crave. When we do, biology and culture conspire to obstruct our progress.

Think Wrong: How to Conquer the Status Quo and Do Work That Matters teaches you how to use a radical problem-solving system to reliably produce surprising, ingenious, and seemingly magical answers to your most wicked questions. This book provides you with new language, frameworks, and tools to conquer the status quo and drive change.

Inside *Think Wrong*, designers and innovators John Bielenberg, Mike Burn, and Greg Galle show how pioneering teams of people have cultivated ways to challenge both their brains and the culture at large. These people learned to think wrong, and so can you.

An introduction offers the fundamental groundwork of *Think Wrong*. The subsequent chapters present six practices developed by the authors: Be Bold, Get Out, Let Go, Make Stuff, Bet Small, and Move Fast. Using firsthand case studies of success, and offering *Think Wrong Drills* that you may use, *Think Wrong* is a field guide for applying this highly effective problem-solving system to challenges big and small. In addition to the drills provided in the book, *Think Wrong* readers are provided access to free online resources.

How Do I Participate?

There is no cost to participate. Simply complete the registration section of this brochure to join the discussion. For each title, the NHA will send out discussion guides for your use within your groups. Please complete the form below to ensure that this information reaches your hospital. Participants are responsible for obtaining their books.

Who Do I Call for More Information?

Contact Brian Noonan, sr. director of communications & education, at (402) 742-8151 or bnoonan@nebraskahospitals.org.

How Do I Register?

FAX: Your registration form to (402) 742-8191.

CALL: Heather Bullock, member services & events manager, at (402) 742-8148 between 8:30 a.m. - 5:00 p.m. Central Time, Monday - Friday.

E-MAIL: Your registration form to hbullock@nebraskahospitals.org.

MAIL: Your registration form to:
Nebraska Hospital Association
3255 Salt Creek Circle, Suite 100
Lincoln, NE 68504-4778

Registration Deadline is December 17, 2019



2020 REGISTRATION FORM

There is no cost to participate. Simply complete the registration section of this brochure to join the discussion. For each title, the NHA will send out discussion guides for your use within your groups. Please complete the form below to ensure that this information reaches your hospital. Participants are responsible for obtaining their books.

Name	Title	

Organization		

Mailing Address		

City, State, ZIP		

Phone	Fax	E-mail
_____	_____	_____
Estimated number of staff at your hospital who will be reading the books _____		

- FAX: Your registration form to (402) 742-8191. This line is available 24 hours, every day!
- CALL: Heather Bullock, member services & events manager, at (402) 742-8148 between 8:30 a.m. - 5:00 p.m. CT, Monday - Friday
- E-MAIL: Your registration form to hbullock@nebraskahospitals.org
- MAIL: Your registration form to Nebraska Hospital Association, 3255 Salt Creek Circle, Suite 100 Lincoln, NE 68504-4778

Registration Deadline is December 17, 2019