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Designed to Adapt: The Prescription for Putting Patients First

Dr. John Kenagy Shows How to Redesign Healthcare Delivery to Accomplish Ideal Patient Care at Continually Lower Cost

Boston, October 15, 2009 – When it comes to healthcare reform, what if bigger isn't better? What if the influencers engineering the biggest healthcare overhaul in American history have it wrong?

Those questions underlie the groundbreaking research presented in [Dr. John Kenagy's](#) new book, ["Designed to Adapt: Leading Healthcare in Challenging Times"](#) (Second River Healthcare Press, October 2009). Drawing on his profoundly personal healthcare experience as a critically-injured patient undergoing treatment for a broken neck, Dr. Kenagy – a physician, healthcare executive, scholar and advisor – describes why big solutions for the cost and quality problems of healthcare can only go so far.

"As a patient and executive, we continually struggled with small problems at the point of care. Our inability to solve those small problems has made the big problems that stall healthcare transformation," said Dr. Kenagy, who was once described by *Forbes Magazine* as "The Man Who Would Save Healthcare."

In "Designed to Adapt," Dr. Kenagy addresses our broken system shortfalls by describing the key steps leaders must take to save healthcare. The book explores his "Adaptive Design[®]" process – a set of methods, skills and tools focused on Ideal Patient Care[®]. The process builds adaptability into the everyday work of healthcare organizations by empowering people to rapidly solve problems at the point of care.

More for Less

As a Visiting Scholar at Harvard Business School, Dr. Kenagy researched those few companies who excelled when others failed to adapt. In his book, he translates those lessons to the complex, dynamic, unpredictable world of healthcare.

History shows that Toyota (which produces more cars with fewer resources than its competitors), Intel (which allows more computing for less cost with its microprocessors) and Southwest (which flies more travelers for less money than other airlines), successfully developed and embedded processes within their organizations to address problems as they happened, and then tested, validated and replicated successful solutions. Dr. Kenagy describes how healthcare leaders can improve efficiency and lower the cost of care by utilizing those same "adaptive" business practices.

"As these companies have proven, healthcare needs to take to heart that delivering 'more for less' is possible," said Dr. Kenagy.

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Affordable Healthcare

According to Dr. Kenagy, the key to restoring fiscal health in healthcare is to regenerate capital by conserving resources and eliminating waste. His research shows success is based on removing the ambiguity, assumptions, workarounds and tradeoffs that distract from patient care. This develops people with the control and accountability to problem solve the system in real time.

“Designed to Adapt” describes a step-by-step process for organizations to redesign their practices through the framework of Adaptive Design, which has helped Mayo Health System, Ascension Health, Palomar Pomerado Health and many others begin to build flexible, adaptable organizations able to meet the constantly changing needs of patients.

“With Adaptive Design, organizations are able to deliver exactly what patients need at continually lower costs,” Dr. Kenagy added.

About the Author

Dr. John Kenagy has more than 40 years of healthcare experience. He worked as a vascular surgeon for 30 years and has served as Chief of Surgery, Chief of Staff, and Regional Vice President for Business Development for a multi-state, not-for-profit healthcare delivery system. He was a Visiting Scholar at Harvard Business School from 1998-2002. As an advisor to leaders and organizations, his research and experience enable healthcare to get back on track by getting patients exactly what they need at continually lower cost.

For more information on his book, visit <http://www.johnkenagy.com> or www.DesignedToAdapt.com. Connect with Dr. Kenagy on [Twitter](#), [LinkedIn](#) and [Facebook](#).

“[Designed to Adapt: Leading Healthcare in Challenging Times](#)” by John Kenagy; Second River Healthcare Press; October 2009; Hardcover: \$36.95; 200 pages; ISBN 978-0-9814605-2-9

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