



# Management Lessons from Mayo Clinic: Inside One of the World's Most Admired Service Organizations

*Leonard L. Berry , Kent D. Seltman*

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## **Management Lessons from Mayo Clinic: Inside One of the World's Most Admired Service Organizations** Leonard L. Berry , Kent D. Seltman

"Management Lessons from Mayo Clinic" reveals for the first time how this complex service organization fosters a culture that exceeds customer expectations and earns deep loyalty from both customers and employees. Service business authority Leonard Berry and Mayo Clinic marketing administrator Kent Seltman explain how the Clinic implements and maintains its strategy, adheres to its management system, executes its care model, and embraces new knowledge - invaluable lessons for managers and service providers of all industries.

Drs. Berry and Seltman had the rare opportunity to study Mayo Clinic's service culture and systems from the inside by conducting personal interviews with leaders, clinicians, staff, and patients, as well as observing hundreds of clinician-patient interactions. The result is a book about how the Clinic's business concept produces stellar clinical results, organizational efficiency, and interpersonal service.

By examining the operating principles that guide every management decision at this legendary healthcare institution, the authors Demonstrate how a great service brand evolves from the core values that nourish and protect it Extrapolate instructive business lessons that apply outside healthcare Illustrate the benefits of pooling talent and encouraging teamwork Relate historical events and perspectives to the present-day Mayo Clinic Share inspiring stories from staff and patients

An innovative analysis of this exemplary institution, "Management Lessons from Mayo Clinic" presents a proven prescription for creating sustainable service excellence in any organization.

## **Management Lessons from Mayo Clinic: Inside One of the World's Most Admired Service Organizations Details**

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## **From Reader Review Management Lessons from Mayo Clinic: Inside One of the World's Most Admired Service Organizations for online ebook**

### **Austin Cope says**

I loved this book! Healthcare can be a discouraging and even depressing industry to work in. It's so refreshing and encouraging to learn about about a healthcare system that places high importance on culture and people.

Mayo Clinic is an incredible success story and I thought it was fascinating to dissect their methods and learn from their success. I would love to work at a place like Mayo.

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### **Jonathan says**

This book is based on several years of research around the founding and operations of the Mayo Clinic. It shares many details and practices around what makes Mayo Clinic one of the most recognized brands in Healthcare today (If I remember correctly, according to a study, about 15% of respondents said they would want attend Mayo for a major medical problem, the next closest was half of that).

I found the early founding of the clinic to be quite interesting, from the Mayo Brothers' early success (late 1800s to early 1900s), to the creation a foundation that could survive themselves. One interesting fact is that all physician's at Mayo clinic are paid a flat salary, so no would directly benefits financially increased billing, and the founding brothers started this practice with themselves.

Overall, the book provides many management lessons for service-based organizations and many references to follow-up on specifics. However, the lack of enough critical anecdotes and data about Mayo Clinic detracts from getting the feeling that you have the complete picture. This leaves the ready wondering whether the clinic could really be as good as the book suggests, which it likely is given the patient satisfaction levels. The book also highlights how incredible it is to find a 100 year old brand, which is quite impressive.

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### **Benjamin Park says**

Incredible book. The book was personally impactful at a time when my career path began to unfold before me. When I decided that I wanted to try to become a physician, it was because I decided that I wanted to spend the rest of my life helping and really caring for people. Yet that idea was always somewhat nebulous to me, Dr. Berry's book has revealed a way to turn those abstract ideals into a concrete foundation. I now desire to practice medicine with the conviction that "the needs of the patients come first". In doing so I hope to become an excellent physician, a physician whose values are aligned with those of the Mayo Clinic.

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### **Ernest Sneed says**

A review of the Mayo Clinic and its systems to consistently produce a high quality service of healthcare. Topics reviewed : values, culture, system engineering, personnel development, leadership and strategic planning processes. A good book to read for a health care provider at the beginning of a career and also for individuals serving in a healthcare system to compare tools and procedures used to attain institutional goals.

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### **Tim says**

A great book with lessons for us all. It describes in an easy to read and inspiring tone the way Mayo delivers a truly outstanding client experience in the hardest industry there is - healthcare.

Details: The authors detail the amazing history and evolution of the Mayo Clinic, where the focus on one goal - delivering great healthcare - has allowed the Clinic to alter its tactics dramatically over time. On an organizational level, the Mayo Clinic has travelled its own path in numerous areas: among them salaries for doctors; becoming a non-profit in the 1930's; purchasing hospitals in the 1980's; business expansions into Managed Care and advanced testing; and geographical expansion into Florida and Arizona. It is an institution unlike all others in the way it operates from the ground up. When you believe in your goal is, it is much easier to take drastic action no-one else is even considering if that helps you achieve your goal. The strength of the story is how this institution has continually re-defined what healthcare means - in terms of delivering better health care outcomes on an individual level. The authors spend a lot of time describing service as a "performance" and how in this era companies must inspire and engage their employees to continually re-define excellent service.

I have one minor complaint, the book was a little repetitive, and could have been better edited. 30 pages less would have been a lot more.

The Takeaway: If the Mayo Clinic can achieve this level of collaboration and performance - your business can too. Read this book to understand how, and get lots of actionable ideas on how to start.

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### **Lisa says**

This book not only outlines the remarkable history of the Mayo Clinic in a lucid and engaging way but explores and dissects the reasons that Mayo continues to be an exemplary provider of medical service, even after over 100 years of existence. There are many valuable lessons in this book for any hospital, doctor, nurse, or health care provider.

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### **Jay says**

Simple and inspiring book. Many key lessons focused on putting the "patient" (ie., customer) first and the value of teamwork. Reminder to check your ego at the door and work across silos created in a business structure. Interesting history of The Mayo Institute and a successful healthcare organization.

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### **Fabiola says**

Desde el título es claro que este libro será un comercial, pero siento sobrevalorados los comentarios sobre ser

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of heartache. All technology should solve real problems in the context of an organization's core values and strategy." "Mayo Clinic has benefited enormously and durably from major technological investments. These investments have in common their direct link to the Clinic's core values and strategies....Saving money through technology has frequently been the result, but rarely, if ever, the goal." The authors point out that health care is one of the most complex services organizations. They say that if it is possible to create and sustain an excellent brand as Mayo Clinic it is even more attainable in other service organization. It is an inspiring and hopeful story. Read it and find out for yourself!

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### **Johnny says**

The book discusses what makes the Mayo Clinic, an 140 year old institution, one of the leading medical care facilities. Though the authors are a bit repetitive, how many times can you re-phrase the customer/patient comes first, it was still interesting to know that their focus hasn't changed in 140 years.

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### **Vallentino J. Rehatta says**

With the principle of "Patient First" and "Patients are Family", Dr. Mayo developed a clinic after the end of the civil war in the United States from his desire to serve the poor. Equip only with an examination table and bed, he gave all the attention and time to serve people affected by war. Seeing his will were great, some colleagues were joined and co-founded the Mayo Clinic service centers.

Currently, the Mayo Clinic is one of the largest health care centers in the world. Ranging from educational institutions to the research center that has contributed to the world of modern medicine, Mayo Clinic as the largest non-profit organization has demonstrated seriousness of Dr. Mayo.

He proved that success and greatness is not inherited. Putting aside the economic and lifestyle demands of an increasingly complex, the best always comes from the heart. What was later obtained only as a result of it all.

"Patient First" and "Patients are Family" answer it all

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### **Bayu says**

Very insightful. Every service manager can learn a lot from this book. But the models that Leonard Berry tried to formulate here, were not as impressive as the ones in his previous books.

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