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Nota di contenuto	Making the Case for Evidence-Based Leadership and Innovation / Bernadette Mazurek Melnyk and Tim Raderstorf -- Important Lessons Learned from a Personal Leadership, Innovation, and Entrepreneurial Journey / Bernadette Mazurek Melnyk -- Understanding and Developing Yourself as a Leader / T. Scott Graham -- Key Strategies for Optimizing Personal Health and Well-being : A Necessity for Effective Leadership / Bernadette Mazurek Melnyk and Susan Neale -- Learning from a History of Great Leaders / T. Scott Graham -- Forming and Leading a High-Performing Team / Bernadette Mazurek Melnyk, Dianne Morrison-Beedy, and Robert Smith -- Leading Organizational Change and Building Wellness Cultures for Maximum ROI and VOI / Bernadette Mazurek Melnyk and Sharon Tucker - Achieving the Quadruple Aim in Healthcare with Evidence-based Practice : A Necessary Leadership Strategy for Improving Quality, Safety, Patient Outcomes and Cost Reductions / Bernadette Mazurek Melnyk and Lynn Gallagher-Ford -- Healthcare Finance for Leaders / Cheryl L. Hoying, Courtney Campbell-Saxton, and Alma Helping -- Healthcare Innovation : Bringing the Buzzword to Real World Healthcare Settings / Nancy Albert and Tim

Raderstorf -- Emerging Trends in Healthcare Innovation / Bonnie Clipper and Tami H. Wyatt -- Patient-Centered Innovation / Adrienne Boissy -- Positive Deviance : Advancing Innovation to Transform Healthcare / Kathy Malloch and Tim Porter-O'Grady -- Measuring Innovation and Determining Return on Investment (ROI) / Deborah Mills-Scofield, Sidney Kushner, Stefanie Lyn Kaufman, and Eli MacLaren -- Design Thinking for Healthcare Leadership and Innovation / Jess Roberts and Suratha Elango -- Negotiating Complex Systems / Dan Weberg -- Entrepreneurship in Healthcare / Tim Raderstorf -- Identifying Opportunities to Innovate and Creating Your Niche / David Putrino -- Intrapreneurship, Business Models, and How Companies Make Money / Tim Raderstorf, Michelle Podlesni, Christine Meehan, Joe Novello, Pamala Wilson -- Legal Considerations in Starting a Healthcare Business / Jonathon Vinocur -- Building and Pitching Your Plan / Tim Raderstorf -- Starting and Sustaining a Healthcare Business / Gary L. Sharpe -- Starting and Sustaining a Healthcare Practice / Candy Rinehart and John McNamara -- Key Strategies for Moving from Research to Commercialization with Real World Success Stories / Caroline Crisafulli, Bernadette Mazurek Melnyk, Dianne Morrison-Beedy, and Mary Beth Happ -- Leveraging Social Media and Marketing for Professional Branding and Business Influence / Betsy Sewell, Dianne Morrison-Beedy, Linsey Grove, and Vibeke Westh.

Sommario/riassunto

"Evidence from numerous studies support that leadership and innovation are critical factors for organizational success and improved outcomes. Further, no change takes place and sustains without strong leadership. Although the United States spends more money on healthcare than any western world country, our health outcomes are poor. For example, the U.S. is the worst western world country for a women to give birth. Sick care continues to be the predominant paradigm and needs to be shifted to well care since 80 percent of chronic conditions can be prevented with healthy lifestyle behaviors. We also are living during a time when over 50 percent of clinicians are suffering from burnout, which is affecting the quality and safety of care. Solutions, including strong leaders and innovators, are urgently needed"--
