



Unlocking Sustained Innovation Success in Healthcare

By Gregory C. McLaughlin, Suzanne Richins

Apple Academic Press Inc. Hardback. Book Condition: new. BRAND NEW, Unlocking Sustained Innovation Success in Healthcare, Gregory C. McLaughlin, Suzanne Richins, Outlining the critical need to apply innovation to reduce costs and improve efficiency in the healthcare industry, Unlocking Sustained Innovation Success in Healthcare explains why innovation management is a must for all healthcare organizations. It describes how innovation, when implemented as a strategy, can yield sustainable success. This book is the first in a series that examines how ENOVALE(TM) innovation process management operates for a specific market group. The ENOVALE process integrates practical innovation management techniques and scholarly research. Supplying insights garnered through research conducted at the Project Impact Institute, the authors present their own innovation process management technology that enables innovation to flow upward from individuals within your organization. They also detail a strategy for ensuring effective innovation process management and project success. The book demonstrates how the ENOVALE process is used and how it can provide for innovation success in the healthcare sector. Numerous examples of various healthcare businesses and practices illustrate the key principles and practices of the ENOVALE process. The book includes a chapter on leadership in the healthcare sector that demonstrates how to apply...



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