

# Prescriptions for Excellence in HEALTH CARE

A COLLABORATION BETWEEN JEFFERSON SCHOOL OF POPULATION HEALTH AND LILLY USA, LLC

Editor-in-Chief: *David B. Nash, MD, MBA* • Managing Editor: *Janice L. Clarke, RN, BBA* • Editorial Staff: *Deborah C. Meiris, Alexis Skoufalos, EdD*

## Editorial

### The Bright Side of “Social Epidemics”

By *David B. Nash, MD, MBA*

*Editor-in-Chief*

Anyone who knows me knows that I am a big fan of best-selling author Malcolm Gladwell. In the 10 years since the publication of his groundbreaking book, *The Tipping Point*,<sup>1</sup> I have rarely come upon a popular book that has more relevance to health care. The central thesis of *The Tipping Point* is that ideas, behaviors, messages, and products often are spread – or transmitted – like outbreaks of an infectious disease. When these “social epidemics” reach a critical mass – the so-called tipping point – they engender changes in society’s behavior.

Gladwell argues persuasively that a single, imaginative person applying a well-placed lever is capable of moving the world. I couldn’t agree more with his hypothesis after I read through the articles in this issue. These authors are living proof!

This issue of *Prescriptions for Excellence in Health Care* completes the series of articles that feature initiatives addressing 1 or more of the priorities set forth by the National Priorities Partnership (NPP). The lead article, “*Patient Safety: A Patient Perspective*,” is a testament

to the power of a single individual in “improving the safety and reliability of America’s health care system.” After suffering from the effects of a serious medical error, the author formed a national organization that helps patients and the medical professionals who treated them recover from the effects of adverse events. Efforts such as these may go a long way to prevent such occurrences in the future.

In the second article, “*Building an Accountable Care Organization in Camden, NJ*,” the author takes us on a follow-up visit to an inner-city project that touches upon 3 NPP priorities – namely improving the health of the population, ensuring that all patients receive well-coordinated care within and across all health care settings and levels of care, and eliminating overuse without compromising the delivery of appropriate care. This project demonstrates that amazing results can be achieved in the most unlikely circumstances given the right person at the helm.

The final article, “*Convenient Care Clinics: Innovations in Patient-Centered Care*,” explores the ways in

which these innovative clinics are advancing the NPP goal of ensuring well-coordinated care for patients within and across various health care organizations and settings.

In the midst of the negatively charged turmoil surrounding US health care, it is refreshing to learn of the positive “social epidemic” emerging from initiatives such as those featured in this series. As always, I am interested in your feedback; you can reach me by e-mail at: [david.nash@jefferson.edu](mailto:david.nash@jefferson.edu) or visit my blog at: [nashhealthpolicy@blogspot.com](http://nashhealthpolicy.blogspot.com).

*David B. Nash, MD, MBA is Founding Dean and the Dr. Raymond C. and Doris N. Grandon Professor, Jefferson School of Population Health.*

#### References:

1. Gladwell M. *The Tipping Point: How Little Things Make a Big Difference*. New York: Little, Brown and Company; 2000.