

A Small Book Packed With Valuable Information

by Karen Stowe

Benchmarking in Health Care by Robert Gift and Doug Mosel presents a collaborative approach to performing benchmarking. In an era where healthcare providers simply struggle alone devising the best way to function without the benefit of outside comparative data, it is refreshing for providers to consider the idea of working together. Why reinvent the wheel when there is already a perfectly good wheel out there?

Benchmarking in Health Care addresses this core issue by suggesting healthcare organizations join forces. Not only will the collaboration provide opportunities for breakthrough performance, but will also allow for the opportunity to learn and develop the mutual benefits of working together. Another big benefit — dramatically reduced costs. Why not learn from the best practices of others while saving money?

The authors have written a guide that takes the reader through the entire bench-marking process. The book is divided into four easy to read, understandable phases:

- Selecting a project: determining the area to be improved
- Forming a collaborative: finding other health care organizations wishing to improve the same area
- Conducting an internal study: working with the members of the collaborative
- Conducting the external study: moving the study outside the collaborative

The authors even include a chapter, “Lessons Learned and Future Applications.” After reading how to perform the benchmarking project, Gift and Mosel give the reader insight derived from years of experience. They tell you what to do, what not to do, what doesn’t work and why some things don’t work.

I find that I have grown tired of reading about Continuous Quality Improvement (CQI) and Total Quality Management (TQM). Both processes look only at internal efforts of a healthcare organization. *Benchmarking in Health Care* was rejuvenating because it explains how to move your efforts outside of the organization’s walls. The book and its authors open new doors in the improvement arena and walk the reader down the path each step of the way. It is a must read for anyone striving to be better at what they do.



Robert Gift is an independent consultant specializing in benchmarking with Systems Management Associates and is an expert in the design, development and implementation of quality improvement initiatives and cost reduction strategies. He has authored several articles and books on benchmarking in healthcare.

Doug Mosel teaches and advises healthcare systems in quality management and organizational transformation. He is nationally recognized for developing a quality program at the Institute for CQI Education at VHA Tri-State Inc. Mosel teaches quality and organizational development at the undergraduate and graduate university levels.