

For Immediate Release

For more information contact:

Nicole Singer

nsinger@blmpr.com

(414) 270-3000, ext. 231

THEDA CARE
CENTER FOR
HEALTHCARE VALUE

Targeting Value. Spreading Change.

POTENT MEDICINE RECEIVES SHINGO RESEARCH AND PUBLICATION AWARD
Book Recognized for Role in Advancing Lean Healthcare and Operational Excellence

Appleton, WI (March 26, 2013) — John S. Toussaint, MD, has earned his second prestigious Shingo Research and Professional Publication Award for his book, ***Potent Medicine: The Collaborative Cure for Healthcare.***

The award is given annually by The Shingo Prize for Operational Excellence, a not-for-profit organization that is part of the Jon M. Huntsman School of Business at Utah State University. It recognizes a book's contribution to the body of knowledge surrounding operational excellence.

"The Shingo Prize is well-respected among lean organizations and leaders," said Dr. Toussaint, CEO of the ThedaCare Center for Healthcare Value. "This recognition is the 'Good Housekeeping seal of approval' and confirms that the book's content meets the highest standards for excellence. For Shingo to honor ***Potent Medicine*** with this award is both humbling and gratifying."

In ***Potent Medicine***, Dr. Toussaint offers practical advice to transform healthcare and deliver better patient value. Doctors, patients and payers need to commit time and energy to the solutions described in this book. It serves as a call to action for healthcare leaders, policy makers, and patients to illustrate the changes required for improved delivery of care, improved transparency of patient safety, and payment reform.

"We can't just keep paying for additional procedures," said Dr. Toussaint. "We need to focus on paying for *health* and creating value for patients. ***Potent Medicine*** is not a book of theory. It demonstrates what we have done in Wisconsin and offers examples of successful in-the-trenches collaboration and experimentation."

From a patient's perspective, ***Potent Medicine*** discusses specific concerns about the lack of understanding regarding health data and payment and what consumers can do to foster better physician-patient engagement.

Dr. Toussaint's first Shingo Award-winning book, ***On the Mend: Revolutionizing Healthcare to Save Lives and Transform the Industry***, uses plain language and real-life examples to explain lean healthcare.

For details or to purchase *Potent Medicine* or *On the Mend*, visit the links below:

[***Potent Medicine: The Collaborative Cure for Healthcare***](#)

[***Potent Medicine - Kindle Version***](#)

[***On the Mend: Revolutionizing Healthcare to Save Lives and Transform the Industry***](#)

- More-

Potent Medicine – Shingo Pg. 2

The Shingo Prize promotes excellence in organizations through application of universally accepted principles of operational excellence and seeks to empower people and transform organizational culture. Authors of Shingo Award-winning books will be honored at the 25th Annual Shingo Prize International Conference held May 6 – 10 in Provo, Utah.

For details on the Shingo Awards Ceremony, visit shingoprize.org/2013Conference/index.html.

The ThedaCare Center for Healthcare Value is transforming the healthcare industry to deliver higher value through experiments, collaboration and education that integrate three interdependent components: delivery, transparency and payment. In these areas, the Center spreads learning and accelerates improvement. Learn more at: www.createvalue.org.

-30-