

***TILTING AT WINDMILLS:
PUSH / PULL STRATEGIES
FOR CONSTRUCTIVE HEALTH SYSTEM CHANGE***

OVERVIEW

We have written this book with the hope of stimulating new thinking among public policy makers, academics, corporate public affairs professionals, health system executives, elected officials and their staffs. Our goal is to outline a new method for engaging health, business, and public sector executives in meaningful dialogue designed to achieve measurable improvements in healthcare system performance, the health of the public, and the ultimate consumer experience. [[click here for an overview](#)]

The book is fundamentally a description of our experience in building a basis for broad-scale health policy reform from the ground up. The process we employed enabled community leaders to become architects of national public policy recommendations and take ownership of them. The recommendations were then presented upstream to federal lawmakers, regulators and administrators.

As a result of our work over the past five years we have reached certain conclusions about healthcare reform in this country.

First of all, we live in a pluralistic nation, one whose people are unlikely to embrace a sudden, dramatic shift in the way our healthcare is delivered and financed. Radical change in healthcare is intolerable in our country because it defies the speed of cultural change. The future may see a markedly different approach to healthcare delivery and financing, however, change is more likely to be evolutionary than revolutionary.

Second, health system change must be championed by credible leaders willing to take risk to bring about measurable results. A tectonic cultural shift in how leaders and organizations view their roles has to occur in order to enable significant change in our approach to individual and population health.

Third, we have to dispel several common myths. Despite our preeminence in medical education and technology, by many measures we do not have the best healthcare system in the world. We currently finance a sick care, not a health care, system. We need a fundamental shift away from paying for illness to paying for prevention of illness, if we are to make a lasting improvement in our society's health.

Finally, we believe the vision that most resonates with the public is one that is patient-centered, as opposed to a industry-focused, one that represents true partnerships between patients and their healthcare providers, and one that emphasizes education and active engagement of the American people in improving their health. These are the fundamental tenets that should underlie our nation's healthcare system. They form the basis of a shared vision.