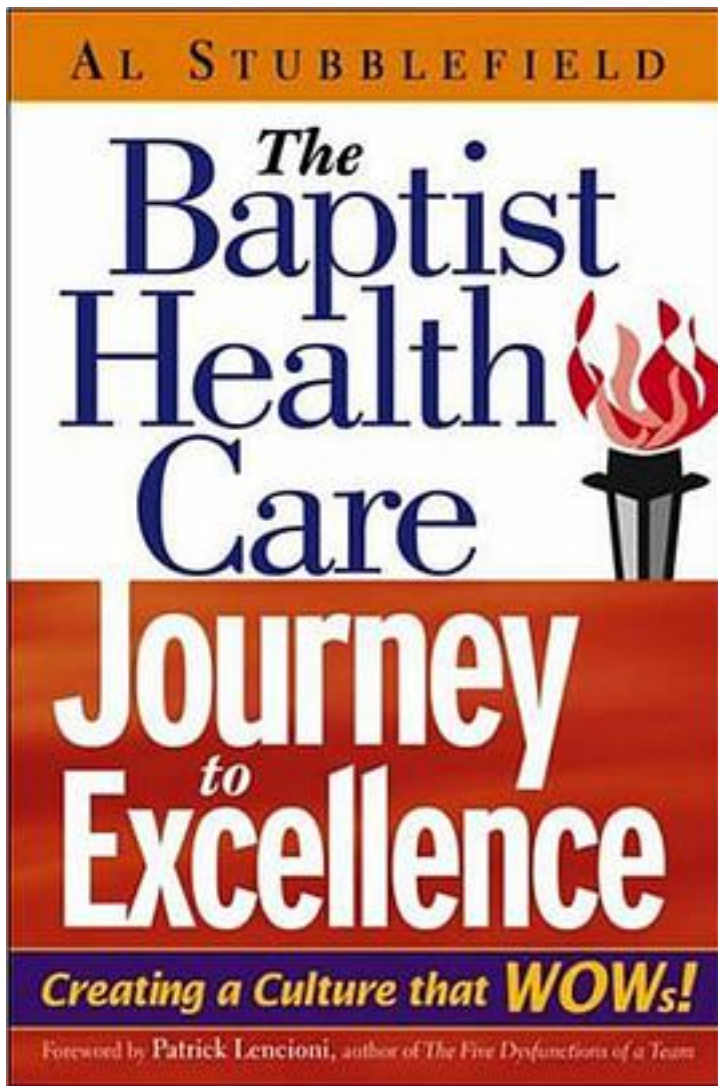


The Baptist Health Care Journey to Excellence



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"This crystal--clear book offers to any who will listen invaluable, detailed guidance on how and why to move toward a true culture of excellence in hospital care. It isn't easy, but, as their results show, it's a journey well worth taking."--Donald M. Berwick, MD, president and CEO, Institute for Healthcare Improvement The Baptist Health Care Journey to Excellence presents tested principles and best practices to help improve your corporate culture and customer satisfaction, which will lead to loyalty, stability, sustained productivity, and profitability in your own organization. Order your copy today!

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