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SUMMARY

These five books will change your perspective on healthcare and inform and enhance your approach to selling healthcare messages. They will make you resilient but also make you a better communicator. These are must reads for 2017.

Key Words

Healthcare; communication; persuasion; coaching; marketing

For those interested in improving their skills and ultimately the patient experience, I recommend five excellent books published in the last couple of years.

Back To Balance: The Art, Science, and Business of Medicine by Halee Fischer-Wright¹ is my first recommendation. This astonishing book is all the more remarkable given the author's affiliations and experience: Halee Fischer-Wright is a clinician, CEO of Medical Group Management Association (MGMA) and co-author of *Tribal Leadership*, a *New York Times* bestseller. You can hear [our podcast interview](#) with Dr. Fischer-Wright. In it she describes herself as an “opportunistic entrepreneur” who strives always to make a positive impact. The book is replete with extremely moving personal accounts that demonstrate how the art, science, and business of medicine need to be aligned before patients experience the very best healthcare.

Scarcity: Why Having Too Little Means So Much by Sendhil Mullainathan and Eldar Shafir² is my second pick. The book includes research findings that illustrate how those burdened by lack (of time or resources) may

seem self-destructive. However, their decisions viewed through the lenses offered in the books are logical. This book is essential reading for healthcare professionals. It goes a long way towards supporting resilience and fostering insight among healthcare professionals. Doctors serve the sick but those who succumb to illness may also be disadvantaged in many ways. I had the pleasure of hearing the authors speak at the Behavioural Summit, New York in 2016. Their insights and ideas help us to understand the perspectives of all vulnerable people and especially why people who succumb to illness appear to make poor choices. A vital insight is that damage results from any conditions of scarcity, not just lack of money. “Busy” people, suffering from a scarcity of time, also demonstrate impaired abilities and make self-defeating choices, such as unproductive multi-tasking or neglecting family for work. Lonely people, suffering from a scarcity of social contact, become hyper-focused on their loneliness, prompting behaviours that render it worse.

Pre-Suasion: A Revolutionary Way to Influence and Persuade by Robert Cialdini³ is my third recommendation. This book is a gem. The author develops the thesis that the most important drivers of behavior change aren't the words we choose to articulate in the moment, but how we set the stage for our conversations. The book is of utmost importance to healthcare providers who need to understand the importance of preparing carefully for consultations with patients.

The Coaching Habit: Say Less, Ask More & Change the Way You Lead Forever by Michael Bungay Stanier⁴ is my fourth pick. I must have read this book at least five times over the course of the year and each time came away with a new insight on my conversations with colleagues and patients. The book recasts the business of “coaching” into seven simple questions that every coach, supervisor or line manager needs to work through when assisting people to get the best out of their team. I think the principles could easily extend to the doctor-patient consultation. The author begins with the statement that we rarely experience good coaching and don't often coach well even when it is our job to do so. The book will quite

simply change the way you interact with people at work, and probably at home!

Draw to Win: A Crash Course on How to Lead, Sell, and Innovate With Your Visual Mind by Dan Roam⁵ is my final and favorite pick. I am a visual thinker, so I was naturally drawn to this book. What is most refreshing about this little book is that it offers a framework to tell a story in order to persuade. At its heart, it's a book about selling. *Draw to Win* delves into the key aspects of why you should draw to a specific formula. Specifically starting with the "who", leading with the eye and the mind will follow, drawing the world upside down are some of the areas Roam covers in his book. Read the book, practice the art, and succeed.

BOOK INFORMATION

1. Back to Balance: The Art, Science, and Business of Medicine by Halee Fischer-Wright. Publisher Disruption Books, 2017. ISBN 1633310140, 9781633310148
2. Scarcity: Why having too little means so much by Sendhil Mullainathan, Eldar Shafir. Penguin UK, 2013 ISBN 0141961198, 9780141961194
3. Pre-Suasion: A Revolutionary Way to Influence and Persuade by Robert Cialdini. Simon and Schuster, 2016 ISBN 1501109790, 9781501109799
4. The Coaching Habit: Say Less, Ask More & Change the Way You Lead Forever by Michael Bungay Stanier Publisher Box of Crayons Press, 2016 ISBN 0978440749, 9780978440749
5. Draw to Win: A Crash Course on How to Lead, Sell, and Innovate With Your Visual Mind by Dan Roam Penguin, 2016 ISBN 0399563008, 9780399563003