Thursday, October 22

Time:
5:30 pm – 7:30 pm

Location:
Drake’s Landing Community Room
(next to Jason’s Restaurant)
300 Drake’s Landing Rd
Greenbrae, CA

Cost:
FREE

Registration is required!
Sign up online at
www.maringeneral.org/LenBerry
or by phone 1-888-99-MY-MGH
(1-888-996-9644)

Improving the Service Experience of Cancer Patients and their Families

Cancer diagnosis involves a range of complex emotions, not only for patients but for their families as well. Join us as Professor Len Berry, PhD, presents findings from his recent study on the impact of a “high touch” approach to health care delivery. Dr. Berry’s research looked at 10 health care institutions across the country, one of which was Marin Cancer Care, who co-manages the Cancer Institute at Marin General Hospital. The first article from the study, “When the Customer is Stressed,” was featured in the October 2015 Harvard Business Review.

Four lucky attendees will receive a signed copy of Professor Berry’s book, Management Lessons from Mayo Clinic: Inside One of the World’s Most Admired Service Organizations.

PROFESSOR LEN BERRY

Leonard L. Berry, PhD is a University Distinguished Professor of Marketing, Regents Professor, and holds the MB Zale Chair in Retailing and Marketing Leadership in the Mays Business School at Texas A&M University. He also is a Presidential Professor for Teaching Excellence. As a Visiting Scientist at Mayo Clinic in 2001–2002, he conducted an in-depth research study of health care service, the basis for his book, Management Lessons from Mayo Clinic (2008). Concurrent with his faculty position in Mays Business School, Dr. Berry is a Senior Fellow of the Institute for Healthcare Improvement, studying service improvement in cancer care for patients and their families.