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The art and science of practicing medicine - lessons from the hospitality industry

Medical education around the world is deservedly good at educating practitioners in the science and technological aspects of medical care of patients. What is often inadequate, however, is education in the art of medicine and the human aspects of caring for patients in their hour of need. As a result, far too many patients feel insufficiently valued by the health care system, and its practitioners may be practicing more of the science of medicine than the art. Data show that feeling valued and understanding one's illness contribute to improved compliance, less stress, and better outcomes. The hospitality industry (hotels, restaurants, and travel companies), on the other hand, is particularly adept at satisfying expectations, developing loyalty, and measuring happiness of customers. This methodological approach to customer satisfaction and brand loyalty (witness Apple, Starbucks, and Ritz Carlton) is clearly a good business. The case can be made that such an approach would also be good for patient care and medical practice, with less stress, greater personal health involvement, and improved compliance of patients. This eminent and seasoned clinician, with extensive experience in medical administration, has studied the methods of the hospitality industry and, in this presentation, applies the principles of that service industry to the art and science of practicing medicine. Your medical practice, clinic, and hospital will benefit from this translation of study of human behaviour across disciplines and industries. Careful attention to patients and their families as human beings in need will result in greater satisfaction, better health, and improved outcomes for patients and doctors.

Recent Publications

1. An Epidemiological Analysis and Description of Health Parameters and Mortality of the University of Missouri-Columbia Medical Centre Neonate Population with Other Populations - Thesis for Master's Degree
2. At The Table - Tent Makers in the 21st Century. The Living Church April 2017
3. So, What Did the Doctor Say? A Translation of 'Doctor Speak' to 'Understandable' Book Manuscript in process
4. The Slinky Effect, Leadership, and Teams. Article submitted for publication
5. Extensive Public Speaking and media Engagements in healthcare, philanthropy and the church.

Biography

John W Kilgore is a board certified invasive Cardiologist and Internist with over 30 years of extremely successful clinical practice in a private and teaching hospital setting in the United States. In addition, he is an ordained Anglican priest having served bi-vocationally for 15 years in the United States and Europe. As a clinician, scientist, humanitarian, and philanthropist, he also worked extensively in hospital administration having been the Director of Cardiovascular Services for a National Catholic Health Care System. He is currently working in leadership advisory assisting hospital CEO's and their teams in adapting to their environment. His attention to patient care and satisfaction has resulted in studying at such eminent institutions as the Harvard University and Ritz Carlton Executive Leadership programs, and has studied such noteworthy companies as Starbucks, Apple, and Enterprise Leasing. This presentation helps translate the lessons of service industries to health care. In addition to his MD and BS, he holds a Master's Degree in Public Health, and a Certificate of Anglican studies.