

The Cleveland Clinic: Improving the Patient Experience (Abridged)

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Strengths

- connection with patients
- brand recognition is strong
- trusted brand

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Cleveland Clinic



By:
Ashley Philo
Mike Wagner
Chris G
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Weakness

- caregiver patient information

Opportunities

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History

- Founded in 1921 by four physicians
- One of the first nations multi-specialty clinics
- In 1967 Dr. Rene G. Favalara performed the first coronary artery bypass operation

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