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**FOR IMMEDIATE RELEASE**

## **Patient Safety: Budget Booster or Loss Leader? New Article, Webinar Take Candid Look at Hot Topic**

Patient safety is rapidly emerging as a major issue in healthcare leadership, buoyed by the success of books like Dr. Peter Pronovost's "Safe Patients, Smart Hospitals" and the "Chasing Zero" documentary by Charles Denham, M.D.

But do safety and quality have staying power in the age of reform? In a new Furst Group article, healthcare executives and safety experts weigh in on the topic. Plus, Furst Group vice president Dan Ford, one of the deans of healthcare executive search, shares his own family's unwanted odyssey into the world of medical errors.

The article is being released to coincide with an editorial webcast on patient safety that Furst Group co-sponsored today for *Modern Healthcare* magazine, an event that attracted a record audience in the magazine's webcast history.

In more than 25 years of providing executive search and consulting services to the healthcare industry, Furst Group's principals and consultants have earned a reputation for thoughtful counsel and leadership advice that drive revenue and help organizations align themselves both internally and in the crucible of the marketplace.

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