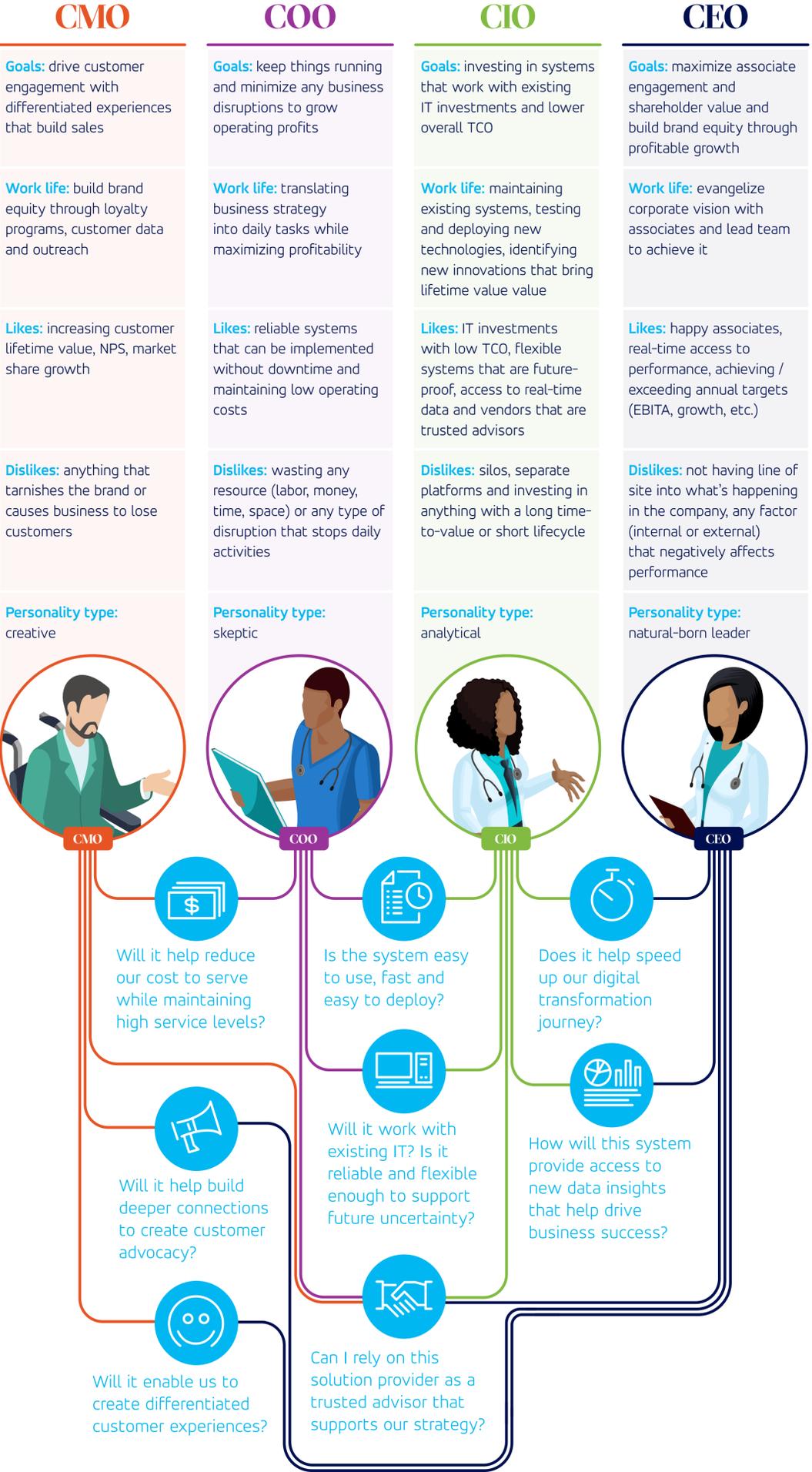


Shared Decision-Making:

How the C-Suite Can Take a Page from the Medical Community

The concept of shared decision-making in the medical community has been commonplace for years: a team of doctors, specialists and loved ones working together on complex issues to weigh different options and choose the best course of treatment. It's a win for patients, for doctors and for the entire health care system.

Let's take a deep-dive into four C-level personas to examine their motivations, differences and similarities when it comes to shared decision-making.



The fastest way toward a great decision that benefits the whole company is to look for connection points between each persona's motivations.

In healthcare, the key to patient-centric shared decision-making is transparency to see the full picture of health. This is true for the C-suite too. Having the tools necessary to view all aspects of the business — and what drives fellow business leaders — is imperative to the health of any customer-focused organization. [Click here to learn more.](#)

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