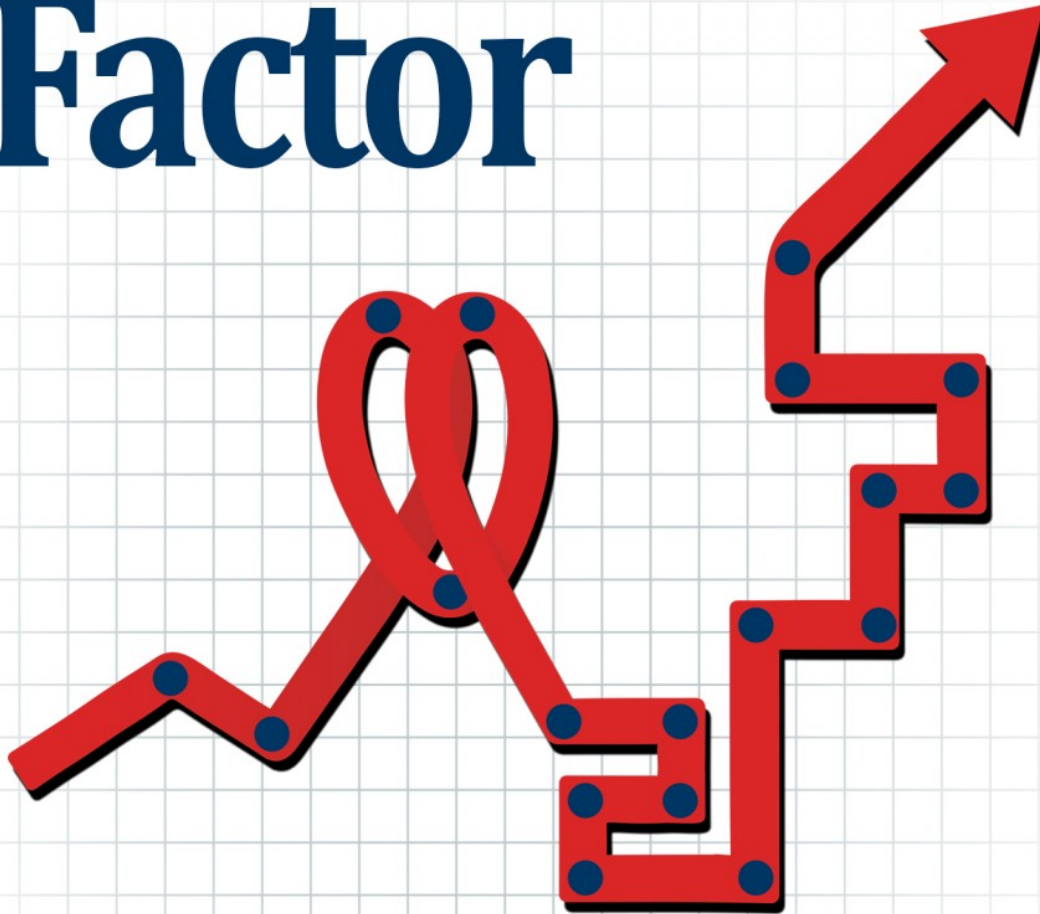


Breakthrough Leadership Book The Persistence Factor Becomes an Amazon #1 Bestseller



The Persistence Factor



*Turning Purpose into **Progress***

KEVIN FICKENSCHER

York Harbor, Maine Dec 2, 2025 ([IssueWire.com](https://www.issuewire.com)) - Physician executive and healthcare transformation leader Dr. Kevin M. Fickenscher has achieved a major milestone with his new book, *The Persistence Factor: Mastering the Continuous Cycle – Turning Purpose into Progress*, which debuted as the #1 Amazon Bestseller in its category. The book offers a powerful, experience-based framework for pursuing meaningful change, distilling more than four decades of work across healthcare delivery, technology, policy, leadership, and organizational transformation.

In *The Persistence Factor*, Dr. Fickenscher reframes persistence not as sheer willpower but as a continuous, disciplined cycle of purpose, reflection, and action. Drawing from his extensive leadership roles—ranging from rural health system turnaround to advising national candidates and testifying before Congress—he reveals how transformative progress happens through adaptive iteration, aligned values, and strategic focus. “Persistence is a purposeful, ongoing practice. It’s how we turn intention into impact,” writes Fickenscher.

The book offers compelling stories from his domestic and international work, insights into digital innovation and telehealth, and practical tools such as the FAIR-CTI ethos and The Leader’s Self-Retreat. Together, they illuminate how individuals and teams can build resilience, strengthen trust, and create lasting change. Dr. Fickenscher brings the same thoughtful, conversational voice readers know from *The Fickenscher Files*, his long-running bi-weekly blog on healthcare, politics, and societal issues.

The book is available now on Amazon: www.amazon.com/dp/B0FXJ1M2F3

About the Author

Kevin M. Fickenscher, M.D., is a Maine-based physician executive with a distinguished career spanning four decades in healthcare leadership, technology, and policy. He has advised healthcare organizations domestically and internationally and is recognized as a thought leader in digital transformation, informatics, telehealth, and organizational improvement. Dr. Fickenscher has participated in national and international healthcare reform discussions, including testimony before Congress. His honors include being named a Kellogg National Fellow, Regional White House Fellow finalist, and Emerging Leader in Healthcare. He is also the author of *The Turnaround Imperative* and *Toto’s Reflections: The Leadership Lessons from The Wizard of Oz*. Dr. Fickenscher now enjoys the coastal beauty of Maine while continuing his mission to “make healthcare better.”



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