



CAUSE METHODOLOGY: HEALTHCARE ORGANIZATION CHANGE MANAGEMENT

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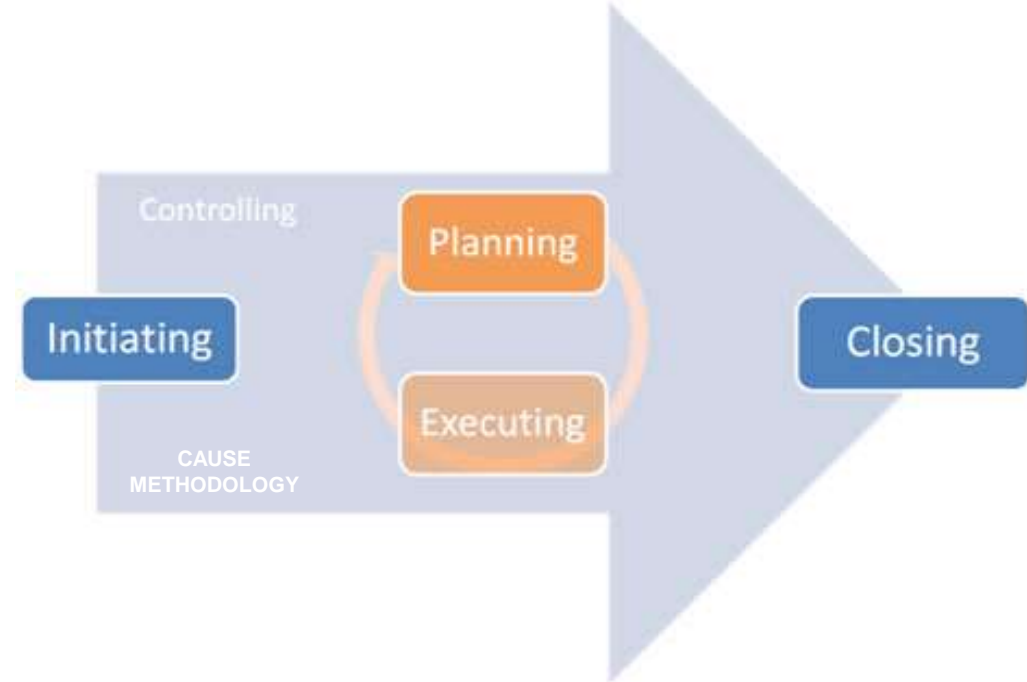
BOOT-STRAPPING HEALTHCARE ORGANISATION CHANGE MANAGEMENT

CAUSE METHODOLOGY

TG will implement its proprietary CAUSE methodology for managing change in people, process and technology.

- **C**onsciousness of need to change
- **A**spiration to support change
- **U**nderstanding how to change
- **S**trength to over come hurdles and implement change
- **E**cosystem to support, sustain and adopt change

SMOOTH TRANSITION
FROM CURRENT TO
OPTIMAL STATE

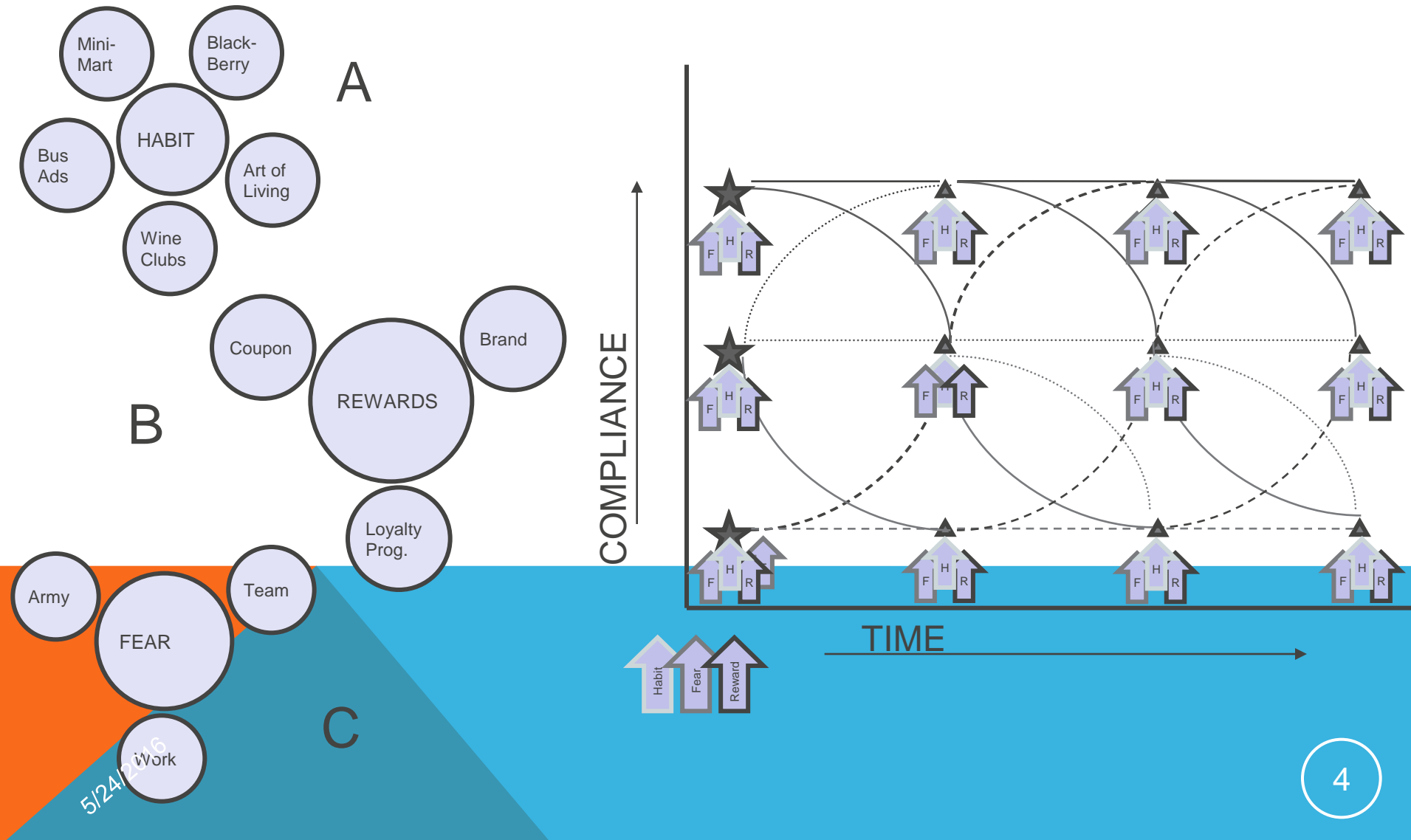


CAUSE METHODOLOGY – CHANGE MGMT

	CONSCIOUSNESS OF NEED TO CHANGE	ASPIRATION TO SUPPORT CHANGE	UNDERSTANDING HOW TO CHANGE	STRENGTH TO OVERCOME HURDLES AND IMPLEMENT CHANGE	ECOSYSTEM TO SUPPORT, SUSTAIN AND ADOPT CHANGE
PEOPLE	It is important for the CxO to communicate the 'Need to Change'. The people must be informed by the Head of the organization again and again until they are very clear in their mind about why the change is coming.	Leader of the organization and every Dept Head needs to lead by example i.e. he/she needs to undergo the full training first and demonstrate that he can adapt and adopt the new process and technology.	Identify Champions from the team who demonstrate the competence to learn the new process and technology. Build Trainer pool by Train-the-Trainer concept Institutionalize informal learning by Buddy system. Pair a Champion with a person who needs extra help.	The major hurdle can come from "People" as they are the one who are most affected by the process. Top management should be ready to cope up with the hurdle and internal resistance from this group.	Constant hand holding and support is required till the people genuinely start relying on each and the new systems and processes. External support can be withdrawn once this ecosystem is built.
PROCESS	The CxO must inform the team that it is not just an IT project but many processes are going to change. Infact it is an opportunity to redefine and improve the existing processes. Get into a mode of continuous process improvement.	The organization must Aspire to support changes in processes. Since the organization is going through a transition this is an opportunity for the organization to define processes across the organization.	Train the team on new processes extensively, again and again till it becomes second nature to them. Check for gaps in process knowledge between expected and achieved.	It's important to realize that processes will break and problems will happen when such a major implementation is done. Trick is to recognize the problem areas before it is too late to avoid big failures.	The top management needs to keep clearing the bottle necks till all the processes are stabilized and the ecosystem takes over the self management of the processes.
TECHNOLOGY	The CxO must inform the team that existing technology tools will be phased out and the better technical solutions will be brought in. This is required because the current IT systems are not geared to support the massive growth plans of the organization.	The organization must Aspire to support changes in technology. CxO needs to create a positive Buzz about the technology changes. Once people are aware that technology is there to help them, they'll easily accept the technology change.	Train the team on new technology extensively, again and again till it becomes second nature to them. Use Carrot and Stick approach to motivate people for undergoing the training and learning the new systems	It's important to realize that system will breakdown and problems will happen when such a major implementation is done. Trick is to recognize the problem areas before it is too late to avoid big failures.	Lot of support is required in terms of hand holding and training till the Technology gets adopted by the users and is irreversibly embedded into the ecosystem.

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BEHAVIOR CHANGE OCCURS IN SMALL STEPS AND REQUIRES CONSTANT REINFORCEMENT



THANKS!

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