



## Change Management Engaging Physicians in Change

Facilitate Physician Collaboration, a Flexible Learning Culture, and a Commitment to Change.

A crucial component of effective healthcare information technology is the user—in particular, the physician user. Successful implementation and optimization of Advanced Clinical System (ACS) applications requires an actively engaged medical staff. The most common reason for an implementation to falter is not technical; it's that people accustomed to the old way of doing things never really accept the new. Therefore, energizing physicians to willingly engage in change is critical to realizing and sustaining the benefits of clinical information systems. Change Management is the process of developing a planned approach to support change—generating shared perspectives, shared intentions, and meaningful innovation.

### Our Approach

Dell Services will assign one of our highly knowledgeable physician consultants to facilitate effective Change Management in your organization. To help ensure success, our services are based on an established track record of healthcare leadership that spans more than 20 years, along with an experienced clinician perspective, informatics knowledge and skill sets, and physician alignment strategies that drive change in complex medical environments. Our resources utilize our proprietary and award-winning ADOPTS methodology, which aligns the key aspects of people, processes, and technology to ensure successful implementations and sustainable results.

### Dell's Physician Consultant Activities Involve:

- On-site interviews with stakeholders including executive management, physician executives, medical staff, and other clinical leaders.
- Assessment of the organization's readiness for change related to the ACS project.
- Identification of organizational challenges and risks in the following areas:
  - » Barriers to developing a shared vision
  - » People, policies, and practices that block change
- Facilitation in the development of a shared vision, a picture of the future, that inspires and is relevant to all stakeholders.
- Education on the physician culture and addressing resistance to change.
- Development of a physician Change Management Strategy.

### Value From The Consulting Service

Dell physician consulting services are designed to facilitate physician collaboration, a flexible learning culture, and commitment to change. Our Change Management service offering can lead to:

- A shared vision that drives information technology changes.
- Change strategies that address resistance and support the shared vision.
- Physicians engaged and leading clinical system change.

For more information about solutions for your business or organization, contact your MEDITECH Solutions Group account representative or visit [dell.com/meditechsolutions](http://dell.com/meditechsolutions).