

# Change Management

Every day, healthcare leaders juggle competing priorities to navigate complicated, consequential change within their organizations. Often, the physicians and employees you are trying to align are burned-out and overwhelmed by the flood of change.

## We can help.

Our seasoned, strategic communications consultants have worked alongside healthcare leaders at more than 500 organizations to simplify and accelerate complex change. They depend on our expertise and collaboration to drive the adoption of meaningful organizational transformation by helping stakeholders understand the “why” and the “how” and to participate fully in the journey.

As objective communications counsel with no learning curve and significant experience in physician and workforce engagement, we specialize in tailor-made, compelling campaigns that deliver measurable results, including:

- » Post-merger integration
- » Major operational redesign
- » Strategic plan launch/implementation
- » Leadership transition
- » Patient experience
- » Internal communications restructuring
- » Compensation redesign
- » Mar/Comm & GR department audits



## Your Results

With us, clients tell a powerful story so their stakeholders are inspired by the vision, understand priorities, support decisions that help meet business goals and are motivated to be part of the journey.



Retain and recruit key talent



Accelerate change



Energize workforce



Create efficiencies



Build confidence in leadership



Seize opportunities to make healthcare better

Trusted strategic communications consulting devoted to healthcare providers.

JARRARD PHILLIPS CATE & HANCOCK

# Client Success Stories

## Physician Compensation Redesign

**Challenge:** While trying to create a more collaborative culture, a major academic medical center undertook the complex, emotional challenge of forming one faculty compensation model from 20 disparate plans.

**Solution:** Working with clinical, legal, HR, communications and faculty leaders and consultants, we developed an 18-month engagement effort to introduce the new compensation plan, build buy-in and further cultural evolution.

**Result:** Six months ahead of the official transition, 83% of 1200+ faculty understood the complex compensation plan and appreciated the transparency.

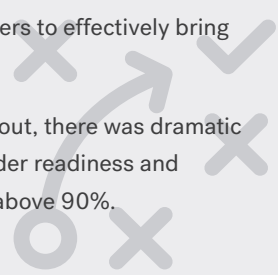


## Strategy Launch

**Challenge:** A major not-for-profit system was ready to implement a three-year, highly transformative strategic plan involving population health – but employees and physicians were burned out on change.

**Solution:** We created listening channels to connect with stakeholders, then simplified the complex strategy into a compelling story. A new communications infrastructure and a training process allowed managers to effectively bring people on board.

**Result:** Following the strategy rollout, there was dramatic improvement in self-reported leader readiness and employee engagement – scoring above 90%.

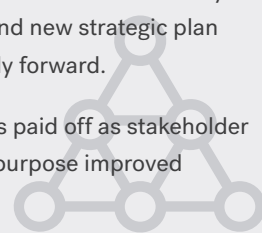


## Development of Mission, Vision, Values

**Challenge:** A rapidly growing, public health system was gearing up for significant strategic shifts, but its employees, physicians and board felt disconnected from the organization's heartfelt mission.

**Solution:** We worked with stakeholders systemwide to craft a fresh and unifying mission, vision and values – and story. Cohesive branding for the mission and new strategic plan launch enabled it to move confidently forward.

**Result:** Interviews with 100+ leaders paid off as stakeholder engagement with newly articulated purpose improved radically across the system.

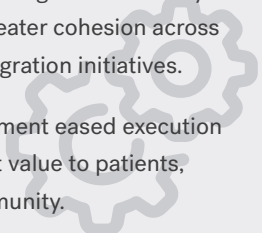


## Post-M&A Integration

**Challenge:** After multiple acquisitions, a large Midwest not-for-profit system was struggling to realize the benefits of integration, and efforts to unite operations were floundering.

**Solution:** We initiated several programs to empower employees and physicians, while working collaboratively with integration leaders to ensure greater cohesion across the disparate and often granular integration initiatives.

**Result:** Successful systemwide alignment eased execution of a myriad of initiatives that brought value to patients, employees, physicians and the community.



Interested in learning more?

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