

# Transforming Healthcare: Aligning Provider Culture

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# Why Is An Aligned Provider Culture Important?



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- Providers play a key, direct role in the delivery of healthcare services to patients.
- Providers' services are a (or the) key revenue generator for their organizations.
- Providers are considered “leaders” in the healthcare delivery system, by their organizations, their teams, their patients and themselves.

# So What Are We Aligning Providers With?



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- Ongoing movement to a focus on the patient first (PCMH, expanded health management structures with patient's needs driving the services)
- Transformation of the payment model (Movement away from fee for service models and towards value based payment methodologies; accountable care organizations)
- Transformation of the delivery models (Emphasis on integrated care delivery; integrated practice units)

# How Are Providers The Same And Different?

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## Similarities

- They want to feel that the work they do makes a difference
- They are people, have same personal wants and needs as everyone else
- They do not understand all of the complexity of healthcare delivery

## Differences

- They feel that they make an important, central role to healthcare delivery
- They feel that they are highly invested in their work and the delivery system in general
- They often believe that healthcare has been made needlessly complicated





# Creating A Culture Of Change

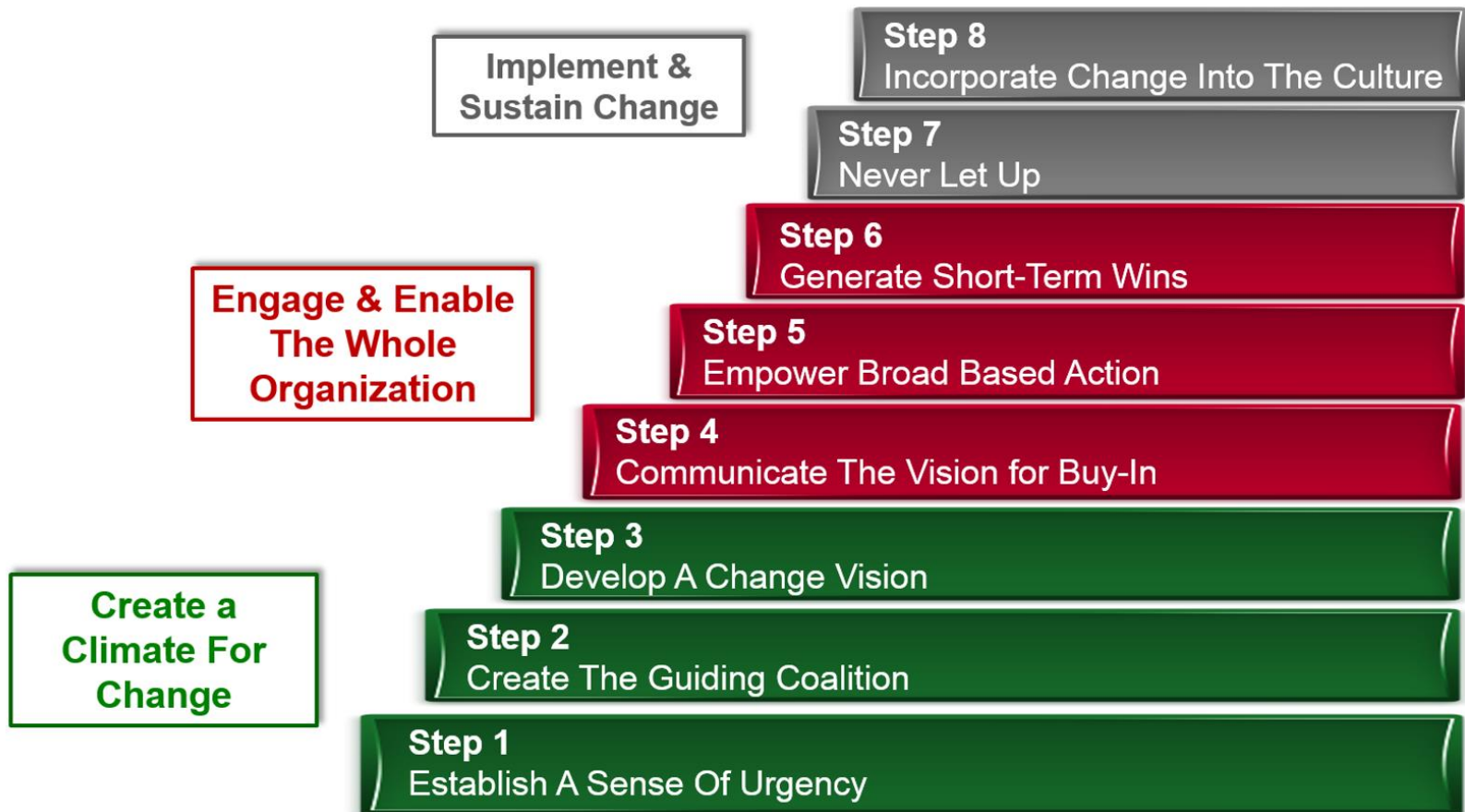
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- No shortage of change treatises to help guide the process
- John Kotter's Leading Change
- Chip & Dan Heath's Switch: How To Change Things When Change Is Hard
- One broad statement I would make here is that **continuous and transparent communication** is absolutely necessary in order to create an environment where culture change can take place
- This is because the **creation and maintenance of trust** is key in alignment of culture



# Kotter's Leading Change Framework

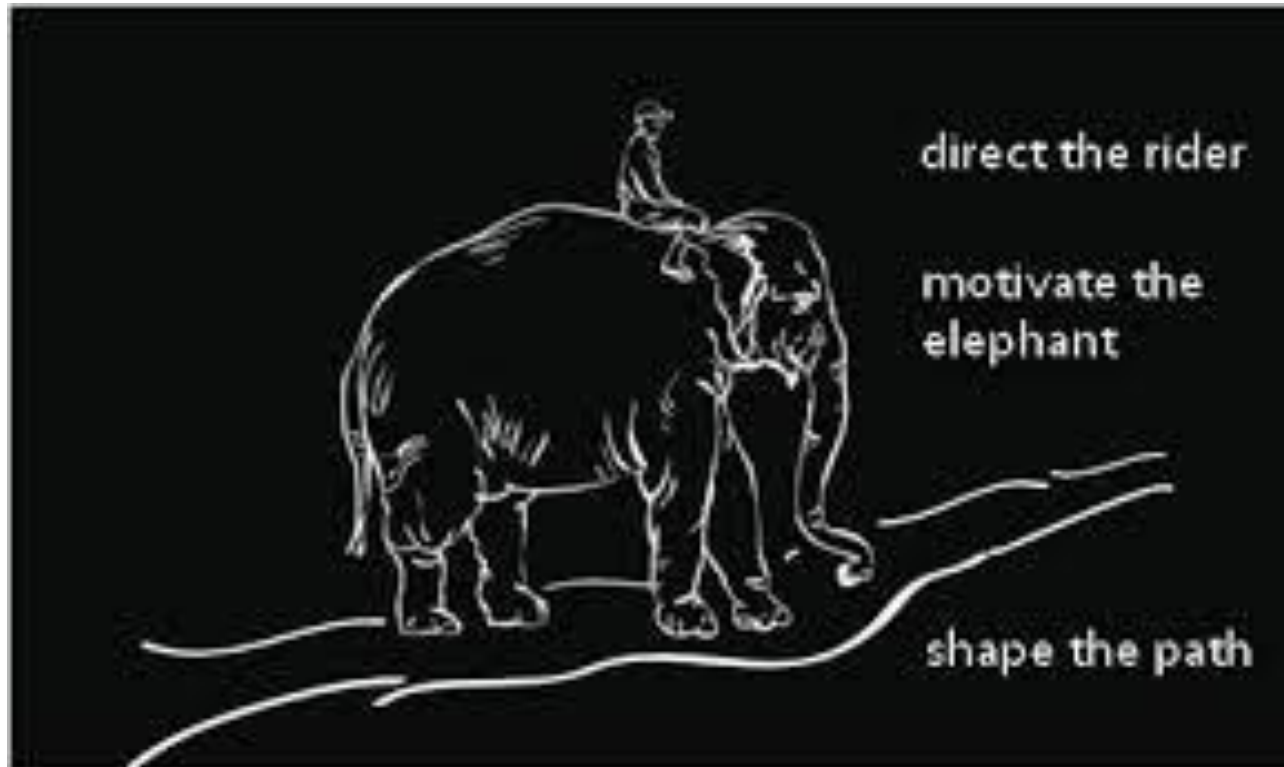
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# The Heath's Switch Framework

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## A Few Examples

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- Bedside Interdisciplinary Rounding- A Study In What Not To Do
- Formalizing Cardiology Curbside Consults In Ambulatory Care- A Better Way To Engage

# Questions?



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