

Implementation Lessons Learned and Change Management

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Overview

Introduction to **My health manager** on kp.org

Success factors

Challenges



Past visit information

Get follow-up instructions for [your past visits](#).



Past visit information



Order an ID card



Sign up for e-newsletters



Total Health Assessment



Schedule appointments



My message center

Exchange secure e-mail with your doctor's office in [my message center](#). You also can go there to contact our Member Services and Web manager.

Appointment center

Wondering if you should book a visit? Consult our [interactive symptom checker](#), or go straight to scheduling in the [appointment center](#).

My medical record

See test results, immunizations, and more health information in [my medical record](#).

My plan and coverage

Get the facts about your plan and benefits, download forms, and more in [my plan and coverage](#).

Pharmacy center

You can manage your prescriptions here, or learn about specific medications in our [drug encyclopedia](#).

Success Factors



- Change management strategy
- Effective communication
- Sponsorship and champions
- Decision making at right levels
- Input from patients

Change Management Strategy

- Sponsor and leadership supporters
- Team
- Innovators/early adopters
- Resisters
- Champions
- Paradigm shift



Communication Strategy

- Communication plan
- Key messages – concise and clear
- What is in it for you, for our patients, for the clinic
- Gear message to audience
- Modes of communication
- Leaders kick off communication
- Identify opinion leaders who can deliver the messages





Decisions

- Identify the right level
- Decision by leader – explain rationale
- Involve front line physicians
- Involve nurses, medical assistants and clerks and other staff – identify champions
- Explicit principles to guide decisions

Input From Patients



Surveys



Advisory panel



Focus groups



Usability

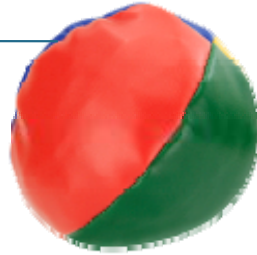
Marketing to Patients

- Multiple methods
- Physician, nurse, clinical personnel
- Flyers
- Posters
- Teachable moment



Challenges

- Outspoken resisters
- Inadequate resources and budget



- Multiple major initiatives deployed concurrently
- Adoption of paradigm shift
- Impact to daily operations



- Variable support from sponsors
- Skills of implementers and champions



Discussion

What will support successful implementation in your clinic?

What are your challenges?

What is your approach to address your challenges?

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