

DEI IN MEDICINE

TOP DETERMINERS OF SUCCESSFUL CHANGE INITIATIVES



PATHWAYS TO A CULTURE OF HEALTH EQUITY.

COVID-19 has exposed challenges in health equity with respect to access, participation in testing, vaccine hesitancy, and clinical outcomes. The pandemic has also resurfaced age-old feelings of distrust and disenfranchisement among minority patient populations.

Successful implementation of cultural change initiatives has become a central priority for hospital administrators. Traditional learning and development (L&D) systems may be effective for developing specific skills, but are not designed to help users learn the 'soft skills' necessary to build inclusive cultures.

Carefully setting the stage for the process of cultural change will help avoid pitfalls that threaten the success of your initiative. Here are five planning steps to consider.

CHANGING MINDSETS ISN'T A SOLO SPORT.

- Individual learning is only a foundation for understanding.
- Lasting change requires peer engagement to practice and internalize accountable conversations.
- Micro-communities are force-multipliers as measurable achievements are celebrated and accelerate staff participation.



PLAN THE WORK AND WORK THE PLAN.

This advice may seem like a no-brainer, but there are collateral benefits to a well-reasoned plan:

- Defining expected outcomes stimulate executive sponsorship and budget.
- Success measures enable depicting progress along the journey and encourage sustained manager- and director-level support.
- Depicting and reinforcing a future state maintains momentum.
- Align with your brand.

CHANGE TENDS TO CHANGE THINGS.

- Anticipate resistance: Like every major change initiative in an organization, there is a natural resistance from people who 'like things as they are.'
- Plan for the Valley of Despair: Continuous reinforcement from initiative sponsors can be useful in avoiding a slump in enthusiasm that sometimes follows the excitement of launching the process.
- Encourage early wins in process improvement, but protect against chaos. Continuously applying new skills in actual practice is important to sustained change. It is important to encourage nuanced application of changed behaviors.



PREVENT PROJECT FATIGUE.

- Long organizational initiatives smother enthusiasm.
- Encourage public sharing of personal success stories.
- Accelerating employee engagement retains participant enthusiasm.
- Share well-communicated enthusiasm from executive sponsors throughout the organization.

SCALABILITY IS CRUCIAL FOR EVERY ORGANIZATION.

- "Sage on the stage" workshops don't work for large organizations. Protracted series of workshops consume staff time and program budgets.
- Traditional small group activities create learning silos that prevent one group from enthusiastically sharing their experience and learning with other groups.
- Designing relevant journey/content is an organic work in progress - technology enables enterprise-wide updates with minimum effort.



FOR HEALTHCARE PROVIDERS

- Improve access, patient engagement, clinical outcomes.
- Establish your organization as the employer of choice.
- Increase community engagement and trust.
- Increase market share as the local provider of choice.



ACCELERATE YOUR OUTCOMES

Where are you in your journey to intrinsic inclusion? We would love to hear your story.

Get in touch with us:

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