

Change Management

Each day as a healthcare leader, you juggle competing priorities to navigate complicated, consequential change within your organization. You're simultaneously working to build a strong culture, make critical operational decisions and create long-term strategy.

Meanwhile, the healthcare landscape around you is swiftly evolving. And the physicians and employees you're trying to align may be burned-out and overwhelmed by the chaos of change.

We can help.

Our seasoned team works alongside America's healthcare leaders to simplify and accelerate change by smartly engaging their stakeholders throughout the journey. We help you build confidence in the "why" and "how" of change, which fuels understanding, appreciation and adoption. Whether it's physician, workforce or community engagement, Jarrard communications experts create custom change management plans in three areas:



Culture

Amid big change, your organization is asking big questions. Who are we? How will this help us fulfill our mission? A robust communications plan can help align internal and external stakeholders and create the supportive environment your team desires to perform at its best.



Operations

Thorny change comes with a host of details you need to get right. Compensation. Workflows. Technology. Integration. Our team helps you communicate how these details affect the people involved so they understand the importance of the change and their role in the future.



Strategy

Ensure your organization is ready for bold change by giving stakeholders a role in shaping the plan. We help leaders listen and then translate complex change into language that resonates with all stakeholders, building trust and systemwide support.



Our Change Management Engagements

With no learning curve in healthcare, we jump into delivering campaigns with measurable results.

- » Post-merger integration
- » Major operational redesign
- » Strategic plan launch/implementation
- » Leadership transition
- » Patient experience
- » Internal communications restructuring
- » Compensation and benefits redesign
- » Marcom department audits
- » Workforce engagement

Trusted strategic communications consulting
devoted to healthcare providers.

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PHILLIPS
CATE &
HANCOCK

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

Client Success Stories

CULTURE

Redesigning Mission, Vision & Values

Challenge: Leadership at a major regional health system recognized the need to refocus on providing an exceptional experience by connecting every aspect of the organization back to its mission, vision and values.

Solution: Working with system leadership and marcom, we led listening sessions and workshops to help the organization define its future and develop a new mission, vision and values to bring it to life and ensure that every patient and team member experience felt connected.

Results: Through leader toolkits, five websites and more than 100 creative assets that simplified complex change, we launched the new MVV, a redesigned employee onboarding process and leadership development program. The effort strengthened organizational culture and helped the system maintain status as a *Fortune 100 Best Companies to Work For*.

OPERATIONS

Pursuing Financial Stability Amid Strategic Change

Challenge: A religiously-affiliated non-profit health system was at a strategic crossroads as it explored a partnership with a nearby system, pursued major capital improvements and sought to bolster its financial position.

Solution: We came alongside a team of operations consultants to create a comprehensive roadmap and communications materials of the operational plan, reimagining the system's mission, vision and values and clarifying the change by bringing the initiatives together under one strategic framework.

Results: Throughout the new partnership, building campaign and necessary cost reductions, system leadership was able to communicate nimbly and effectively with team members and the community, maintaining the organization's reputation in the community.

STRATEGY

Creating a Five-Year Framework

Challenge: A regional Western health system that was part of a large national system faced a transformative moment in a dynamic, competitive market. Leadership identified the need to develop a new strategic framework for the future.

Solution: We partnered with strategy consultants to render the technical roadmap meaningful for team and community members. We held listening sessions to understand leadership's priorities and the system's voice. Then, we created toolkits and held training workshops for leaders across the system to learn the new framework and communicate changes to their teams.

Results: We engaged with more than 100 stakeholders from the organization and community for plan development. Over the course of five workshops, some 300 leaders were trained on the resulting roadmap.