

Managing Behavioral Change

CAHOTECH 2024



Chris Walker

Non-clinician

 **living in** 

27 years technology adoption

18 years EMR implementation

2



to successful
digital transformation:

Trust

Purpose



Attribution: https://en.wikipedia.org/wiki/File:IBM_386_terminal.jpg User: ClickRick

Clinical Information Presentation System (CIPS)

Lab data

Problem lists

Summary data:

- Outpatient visits
- Hospitalizations
- ED visits

Transcribed reports

Preventive health prompts

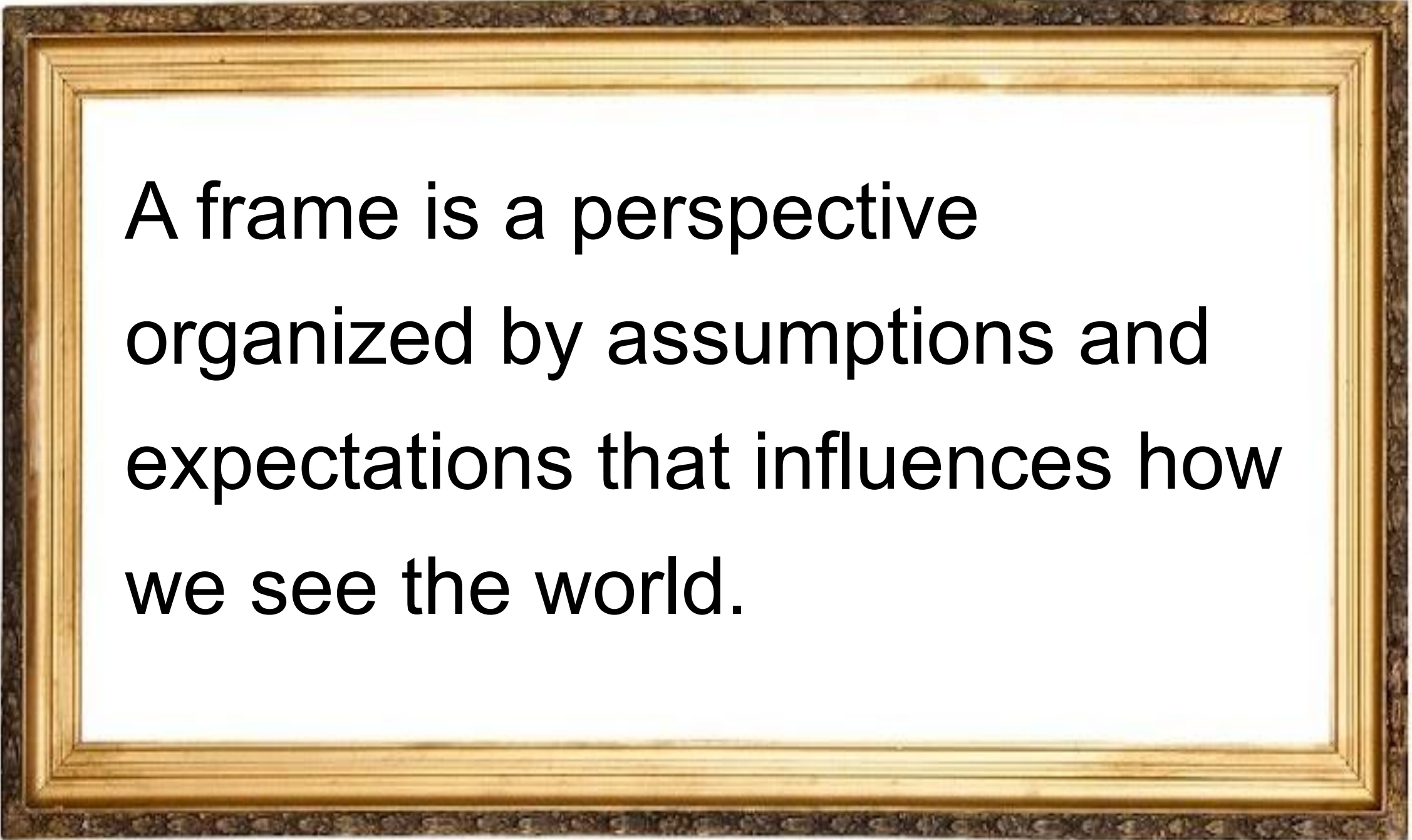


Change Resistance...

...can be about a lack of **involvement**.

...can be about a lack of **autonomy**.





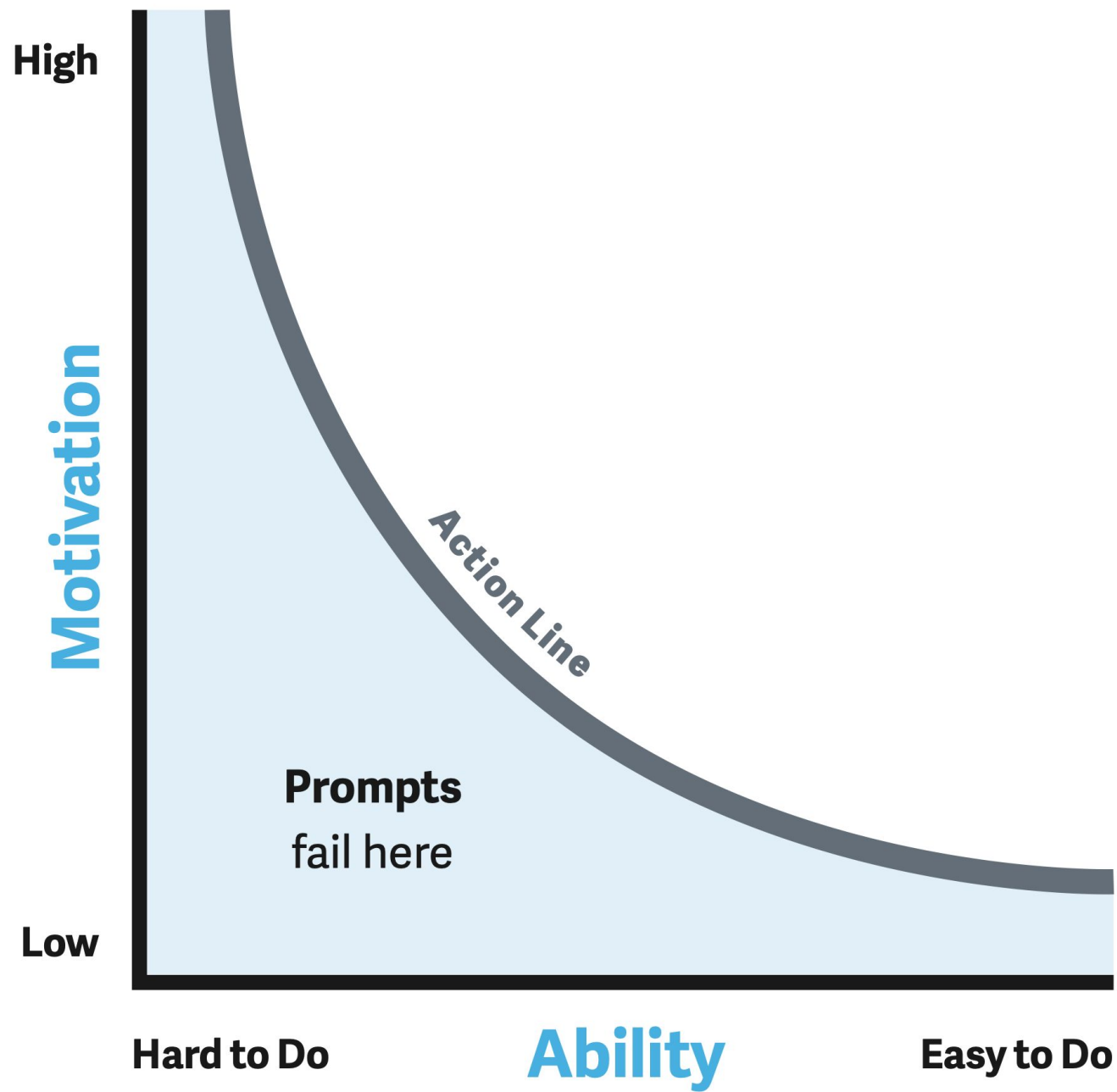
A frame is a perspective
organized by assumptions and
expectations that influences how
we see the world.



How did
frames clash
in this story?

B.J. Fogg

- 1) Motivation
- 2) Ability
- 3) Prompt





REVIVO
PREMIUM

Fuel System Cleaner



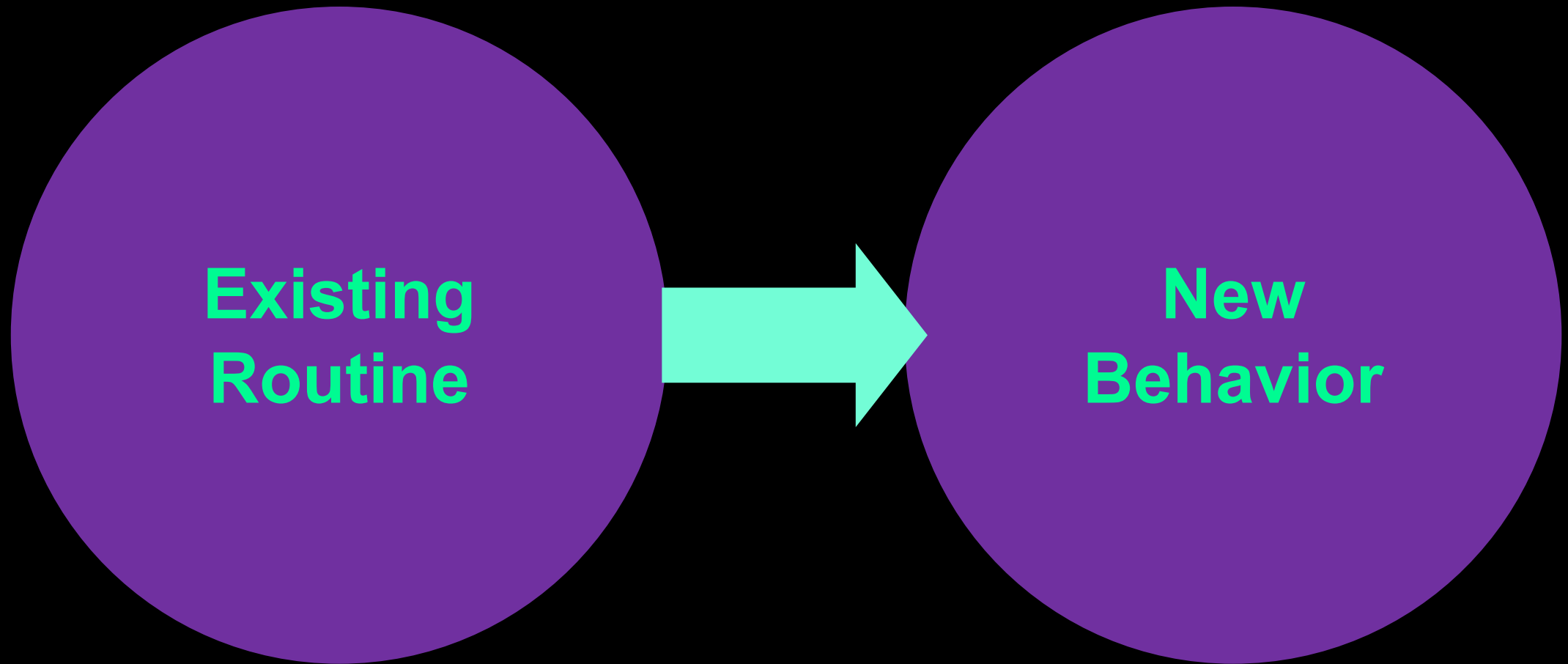
**Premium
German Product**

Advanced Fuel
Performance Solution

Start by focusing on
ability.

Ask:

“Why is it difficult?”



Shrink the effort to
make performing the
target behavior easier

Why is
purpose
important?

Why is trust important?

A few ways to build TRUST

Allow Autonomy and
Decision making

Encourage
Self-Organization

Share
Information
Often

Build
Relationships

Show
Vulnerability

Key Takeaways

Don't
underestimate
complexity

Find Great Leaders

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Steve Bornstein, MD

Embrace
incidental
learning!

Depressurize!

Thank you 🙏

For Further Reading

Chris Walker “**The Right Way to Give Someone a Pie.**” *LinkedIn*, 1 Nov. 2018,
<https://www.linkedin.com/pulse/right-way-give-someone-pie-chris-walker/>.

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Kohn, Alfie. ***Punished by Rewards***. Mariner Books, 1999.

Sloan, Julia. ***Learning to Think Strategically***. Taylor & Francis, 2024.