

Network Session Summary

Session Topic:	Change Management 101
Session Date:	April 20, 2022
Session Hosts:	Dr. Carla Laidlaw, Stephanie Balko, Dr. Oliver David, Jody Pow
Session Objectives:	<p>At the end of this webinar, you will be able to:</p> <ul style="list-style-type: none"> • Describe how change management principles (e.g., ADKAR) can be applied to PCN-wide initiatives. • Explain the importance of the physician champion/practice facilitator dyad in supporting PCN change management. • Recognize the value and utility of practice level data found in the HQCA Primary Care Panel Report for engagement and feedback.

Recommended Resources:

[The Prosci ADKAR model for change](#)
[CII/CPAR information](#)
[About the HQCA Primary Healthcare Panel Reports](#)
[Access your HQCA panel report](#)
[46th Annual Pearls for Family Practice](#)

Session Highlights & Themes:

- ***The Prosci ADKAR model for change provides a change management structure***
 - ***Awareness of the need for change***
 - ***Desire to participate and support the change***
 - ***Knowledge on how to change***
 - ***Ability to implement desired skills and behaviours***
 - ***Reinforcement to sustain the change***
- ***ADKAR principles can be applied for PCN initiatives, such as increasing participation in CII/CPAR***

Tips from Westview PCN on CII/CPAR implementation using change management:

- Physician champions need to be knowledgeable and experienced in the area of change to lead by example
- Be prepared to address common areas of concern
- Partner with a Practice Facilitator (when possible) as they have change management skills and knowledge
- Create a team (e.g., physician champion, practice facilitator, ED, etc)
- Make signing up and adopting the change as easy as possible
- Emphasize the benefits + risks of no action
- Give regular updates
- Target innovators and early adopters to start, then early majority
- Reach out to clinics and involve clinic owners

- Meet with both physicians and clinic managers
- Provide regular updates in multiple venues
- Create some friendly competition

Practice information data, such as the information in HQCA reports, is an excellent motivator

- HQCA reports can be used for:
 - Goal creation
 - Motivating change
 - Tracking effects of change

HQCA panel reports contain information on:

- practice characteristics
- panel characteristics
- preventive care
- chronic conditions
- pharmaceuticals
- lab utilization
- utilization
- COVID-19 vaccination data

The 2022 update includes data on COVID-19 vaccinations, and specifically identify the patients on a panel who have not received the vaccine.

Session Statistics

Total Physician Participants	North Zone Physician Participants	Edmonton Zone Physician Participants	Central Zone Physician Participants	Calgary Zone Physician Participants	South Zone Physician Participants	PCNs Represented
24	10	3	2	7	2	18

*Total Physician and Practice Facilitator Participants: 102