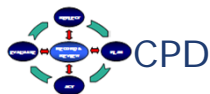


Commitment to Quality Means Commitment to Change

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SMART Pharmacy Master Class
November 30, 2017
Võru, Estonia**



Learning Objectives

- **List** the Eight Steps of Successful Change (from Kotter/Rathgeber)
- **Describe** Roger's Innovation Adoption Curve
- **Connect** educational outcomes with competency development using the principle of Commitment to Change







Consider Change at Two Levels

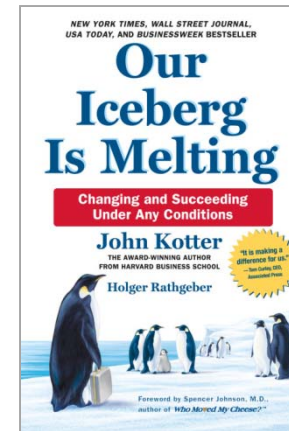
- National/Institutional Level
- Personal Level



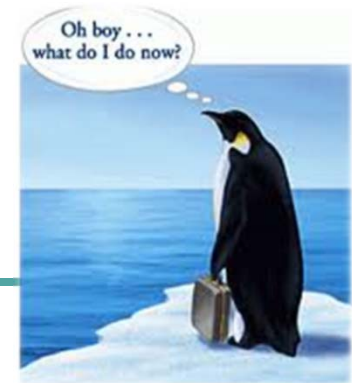
The Eight Step Process of Successful Change

Source: Our Iceberg is Melting: Changing and Succeeding Under Any Conditions. John Koetter & Holger Rathgeber. St. Martin's Press. New York.

See also:
www.ouricebergismelting.com



The Eight Step Process of Successful Change



Set the Stage

1. Create a Sense of Urgency

Help others see the need for change and the importance of acting immediately

2. Pull Together the Guiding Team

Make sure there is a powerful group guiding the change – one with leadership skills, credibility, communications ability, authority, analytical skills, and a sense of urgency.



The Eight Step Process of Successful Change

Decide What to Do

3. Develop the Change Vision and Strategy

Clarify how the future will be **different** from the past, and how you can **make that future a reality**.



The Eight Step Process of Successful Change



Make it Happen

4. Communicate for Understanding and Buy In

Make sure as many others as possible **understand and accept** the vision and the strategy.

5. Empower Others to Act

Remove as many barriers as possible so that those who want to make the vision a reality can do so.



The Eight Step Process of Successful Change



Make it Happen

6. Produce Short-Term Wins

Create some visible, unambiguous successes as soon as possible.

7. Don't Let Up

Press harder and faster after the first success. **Be relentless** with initiating change after change until the vision is a reality.



The Eight Step Process of Successful Change

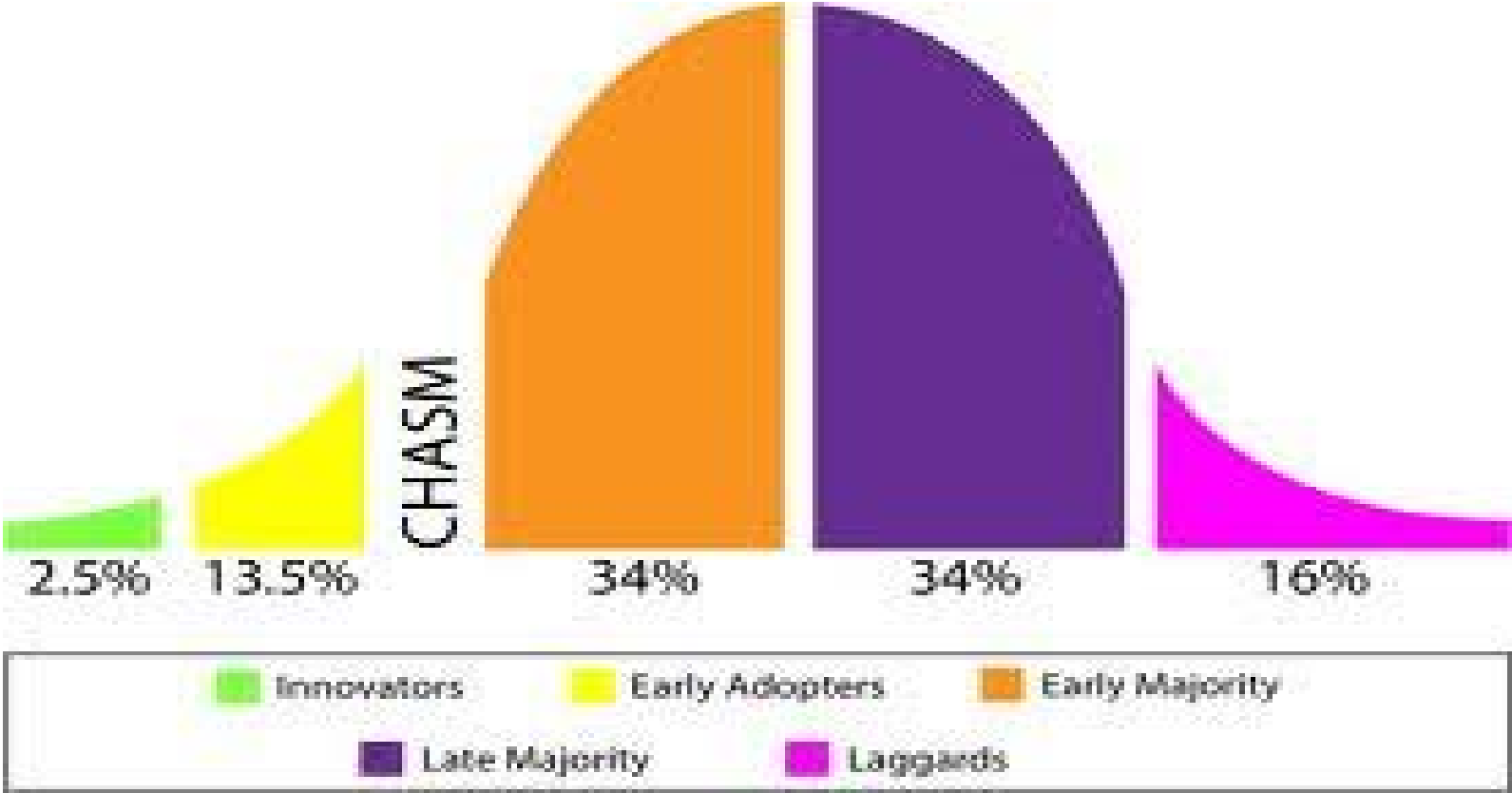
Make It Stick

8. Create a New Culture

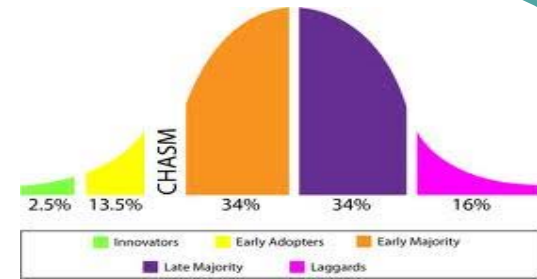
Hold on to the **new ways of behaving**, and make sure they succeed, until they become strong enough to **replace old traditions**.



Roger's Innovation Adoption Curve



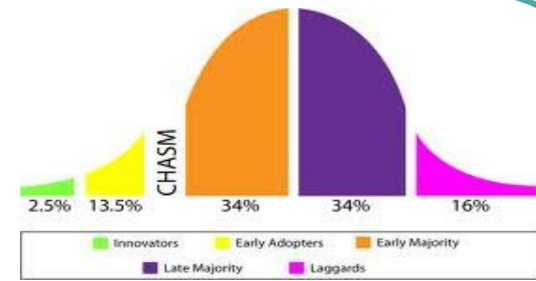
Categories of Adopters



- Innovators
- Early adopters
- Early majority
- Late majority
- Laggards



Strategies to Reach Self-Sustaining Change



- Adopted by a **highly respected individual (*or organization*)**, creating an **instinctive desire** for a specific innovation
- Inject into a group of individuals who would **readily use an innovation**, and provide **positive reactions and benefits** for early adopters



Lessons Learned Globally with CPD

- **Involve learners** when designing any “system”
- **Understand learners** and their needs
- **Principles are the same** for everyone; not dependent on practice setting, prior experience/qualifications/education, etc.
- Keep it **simple**; be **flexible**





Commitment to Change

- Commitment to Change (CTC) statements can be used to affect and measure practice change.
- A CTC statement is a written “contract” in which a participant of an educational activity commits to making a change in future behavior or practice.
- Statements do not need to be signed.
- Participants view such statements as a promise to be kept.



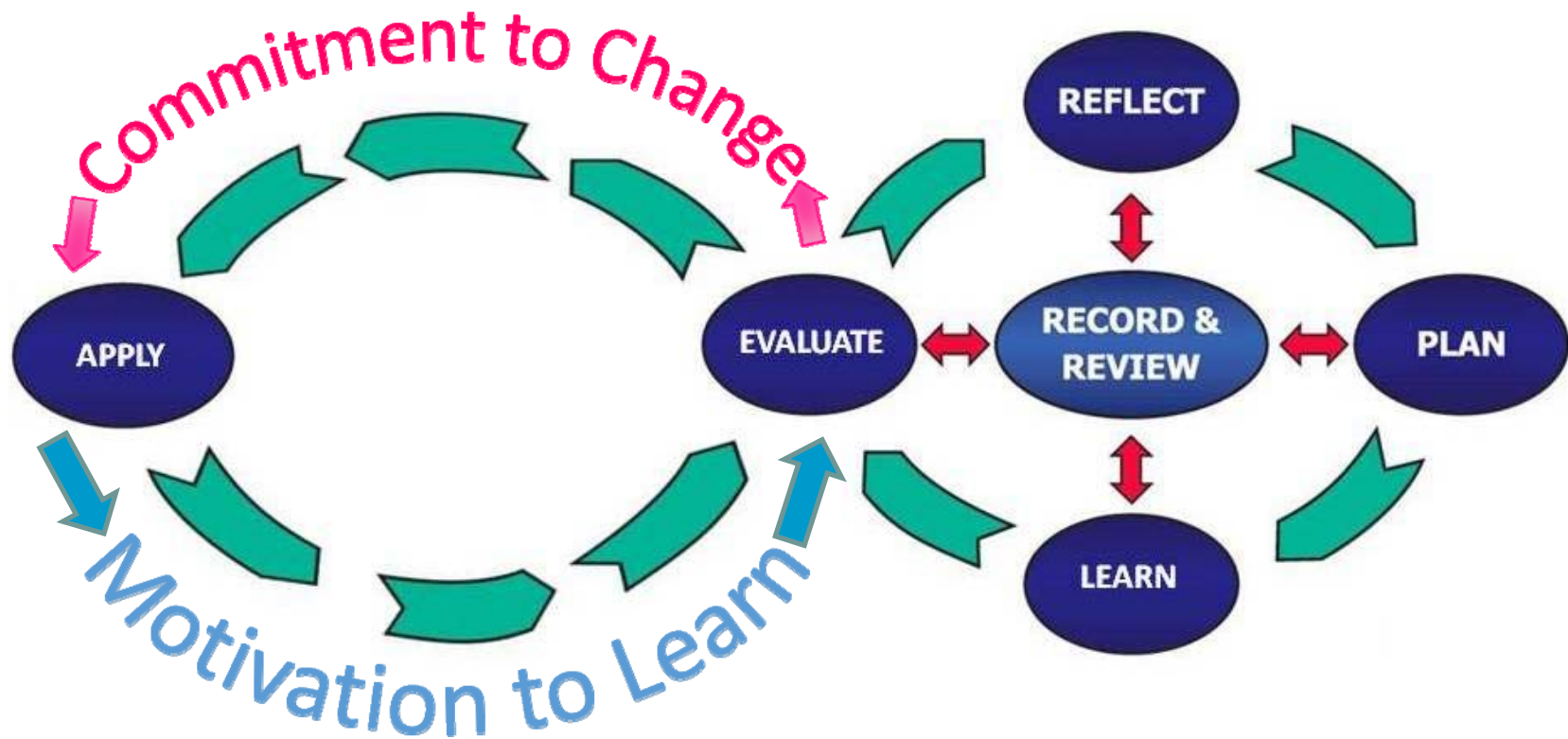
Use of Commitment to Change



- On CE activity evaluation forms
- Post-It notes
- Speakers encouraged to include CTC concepts
- Audience response systems (polling)
- Follow-up surveys (once or twice)
- If not, why not? Barriers to change?



CTC: Bridging the Gap between Learning and Application



Commitment to Change: Bridging Good Intentions and Real Change

Good intentions



Real change





Change Begins With You!

Post Workshop Reflection & Exercise

Complete the worksheet describing what you are committed to doing differently as a result of attending this workshop.



CTC References

- Pereles L, Lockyer J, Hogan D, Gondocz T, Parboosingh J. Effectiveness of commitment contracts in facilitating change in continuing medical education intervention. *J Continuing Educ Health Professions*. 1997;17:27–31.
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- Wakefield J, Herbert CP, Maclure M, et al. Commitment to change statements can predict actual change in practice. *J Continuing Educ Health Professions*. 2003;23:81–93.
- Wakefield JG. Commitment to Change: Exploring its role in changing physician behavior through continuing education. *J Continuing Educ Health Professions*. 2004;24:197-204.



Any Questions?

