

How to get started with digital health? This guide will help you to implement digital health in your clinic.



How to successfully implement digital health in your clinic?



digital



Introduction

If there is one thing we have learned in the last few years, it is that the only thing that doesn't change - is change itself. We have all seen the impacts of the pandemic in our everyday lives, and it has forced us to learn new ways of living. This is especially true with healthcare delivery - both regionally, and globally. This period accelerated changes that had been brewing for some time, and thrust us into a transformative period of digital health.

While adapting to this new way of working is inevitable, actually **changing** one's way of working can be a challenge - as change always is. The best way to save yourself a lot of heartache is by "managing" that change. This can be done through active engagement in **change-management theory**, through which you proactively look for and pursue the path of least resistance. Practically speaking, this shift will be easier if you win buy-in from your colleagues and patients, by motivating them to embrace the use of **digital health, or virtual care, in their everyday lives.**

*"Change
before you
have to."*

- Jack Welch



Supported by decades of research on how change can be managed, here are the stages you should consider when implementing digital health into your clinic. We will be looking at 5 different stages: **Awareness, Desire, Knowledge, Ability and Reinforcement** (also known as the Prosci ADKAR® model). By following and understanding these concepts in this order, you can successfully implement digital health in your clinic. So, let's get started!

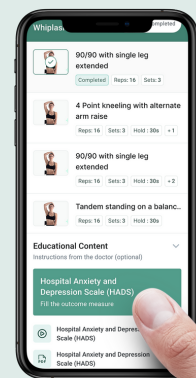


01 Awareness

Understanding the “Why?”. Why is this step towards eHealth critical? Why is this change needed? In this first stage of implementing something new, **communication and access to information is key**. Be prepared for difficult questions and make sure you have the answers. It is normal for some to be against changes. Have a clear message to why the implementation to eHealth and virtual care is necessary for the business. Understanding this point of view, will **help you navigate through any difficulties with ease**.

Tips to create awareness:

- Dedicated meeting explaining the need for this change (what would happen if you don't, i.e., less access to patients or gradually weakening financial performance).
- Build awareness that a change is going to happen, and support is there for the transition.
- Individual meetings, and/or dedicated time for an open-door policy to actively engage colleagues and/or patients to understand the reason for the shift towards eHealth.



02 Desire

Create the longing amongst all stakeholders (practitioners, patients, colleagues) to use a digital health platform. **Motivate them to become a part of ‘the new way’**, through which they can enhance their patient care. The most important question they will ask themselves is: “what’s in it for me (WIIFM)?” Where is the direct benefit? So what can you do to make it more desirable to embrace digital health? Can you figure this out? In the end: **happy practitioners = happy patients & better outcomes = more patients = higher revenue**.

Tips to build desire:

- Incentive programs
- Involve colleagues in creating the needed solution
- Personal engagement by coaches (clinic owner, and/or colleague(s))
- Pro-active management of resistance

03 Knowledge

Once everyone is aware and has the desire to change, **knowledge is the next step to successfully bring about change**. This not only encapsulates the knowledge of what needs to be done during the transition, but also the knowledge of the skills and behaviours needed to support the change. **Without knowledge, people feel powerless**, which results in: confusion, frustration, inaction, and ultimate revolt. Be aware that “digital” still can be perceived as “scary”, therefore **providing individuals with the knowledge and confidence about the subject will go a long way**.



Tips to implement knowledge:

- Training programs (At Physitrack we have lot's of support material to help)
- One-on-one mentoring
- Reach out to customer service and ask for help (support@physitrack.com)
- Troubleshooting guidance

04 Ability

This is the stage where knowledge is put into practice and change actually occurs. At this point it is of importance to **help your colleagues** successfully build ability through practice. Be sure to provide time, feedback, coaching and access to the right tools. A small training or 10-minutes review can give your team the boost that is needed to succeed. Ultimately, **merging knowledge** with ability allows for true change to be realised on both individual and organisational levels.

Tips for promoting ability:

- Hands-on practice during training (see support.physitrack.com for inspiration)
- Direct involvement of coaches (look for signs of resistance, confusion etc)
- Performance monitoring
- Setting up a buddy-system
- Follow-up trainings (for instance on how to look professional using Telehealth)

05 Reinforcement

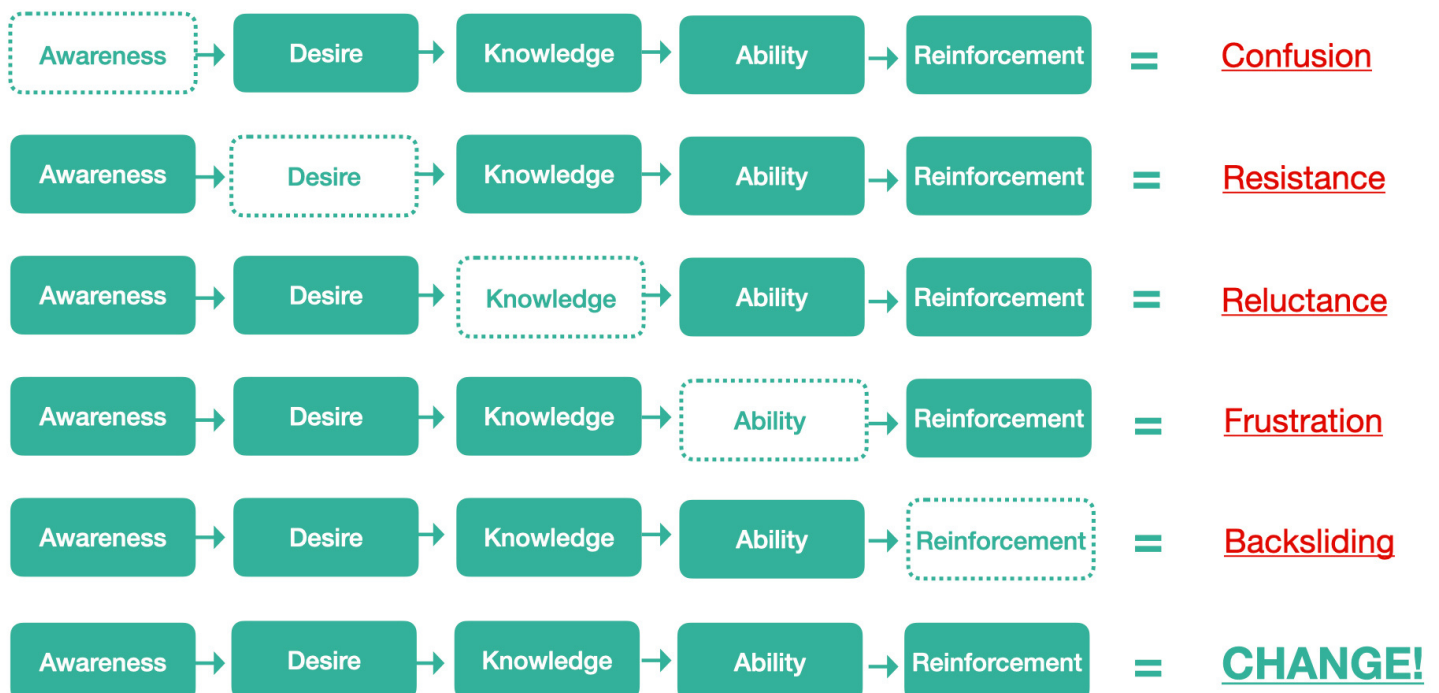
In the **last stage of creating lasting change in your clinic**, it is important to foster reinforcement. You can successfully achieve this through celebration, rewards and recognition, feedback, and corrective actions as needed - perhaps even a simple “thank you” to your employees or patients. As you know “old habits die hard”, thus continuously strengthening the use of **eHealth and virtual care** in your clinic, will ultimately foster change, and move your organization in the direction you want to go.

Tips for enhancing reinforcement:



- Publicly visible performance scoreboards that positively show how well the digital health app works
- Active positive feedback from supervisors (Thank you)
- Visible recognition by clinic owner or other senior level colleagues.
- Compensation and appraisal systems that support using digital health.

Implementing eHealth (ADKAR[®])



When you have implemented all 5 stages correctly, you are successfully managing change and are on the road to providing virtual care through eHealth. Naturally, everyone is different and may need more guidance. Some are happy to implement the change (or have the desire), but after a while they get confused. Or, perhaps colleagues/patients are showing signs of frustration. These are normal signs that certain stages of your plan have not yet successfully taken shape - and that's ok. When looking at the table on the previous page, you can take corrective actions if you see evidence of confusion, resistance, reluctance, frustration or backsliding. For instance, if you see resistance...Build on creating desire. If your colleague backsliding...Foster reinforcement. This is an evolutionary process, and will require you to implement, assess, improve and repeat - just as anything worthwhile would.

Summary

By understanding how to successfully bring about change through a **Change Management process**, you will be able to transition your practice and your business to meet the demands of today, and tomorrow. Physitrack is a tool that has helped thousands of practitioners around the world do just that. By introducing digital health into your world, you are already embracing tools and a system that can make that change easier. Good luck and please let us know if we can help you successfully implement virtual care services through Physitrack's eHealth platforms! We would love to help.

Maybe you want to learn from your colleagues how they feel about digital health? Then [read our success stories](#).

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