Impactful & Confident Change Management

Cally Christensen,
Vice President
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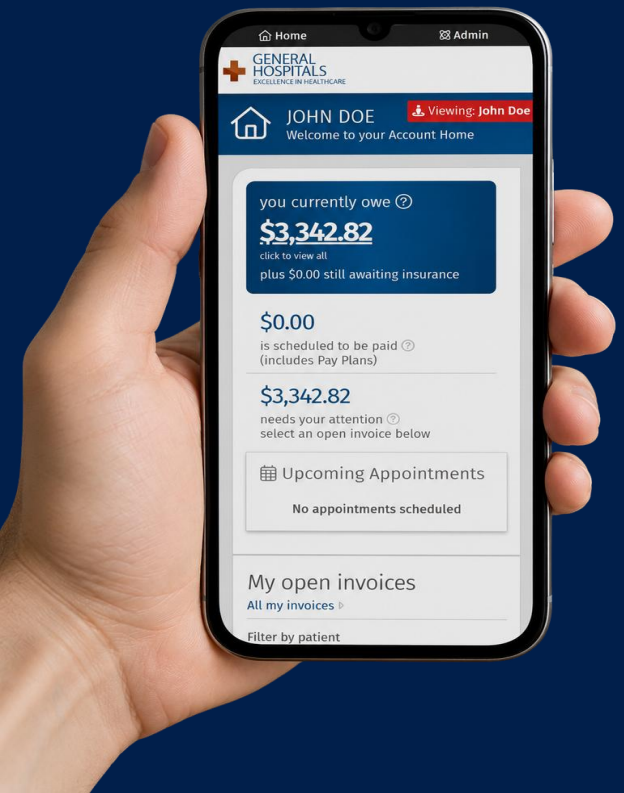
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More Patient Pay Dollars, Faster & Easier

10-year-old fin tech company out of Utah, founded by 3 brothers on a mission to save independent, & rural healthcare.

Solution overlay to all/ any EMR's to drive digital engagement patient education, engagement & payment

Cut administrative burden with real time, intuitive & on- demand reconciliation and reporting

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Meet Cally

Cally has over two decades in healthcare revenue cycle strategy and partnerships, she's actively volunteered with Rocky Mountain AAHAM & HFMA supporting chapters across multiple regions through committee work and education. She is immediate past president of Rocky Mountain AAHAM & New Mexico HFMA

Currently, she serves as Vice President of Partnerships & Engagement for WixCorp. As a national speaker and keynote, Cally's dynamic, engaging style delivers immediate results and lasting solutions.

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Connection points for our time today:

- Discover & discuss the 5 phases of change management
- Learn how people process change and how to best support the journey
- Explore & expand understanding of 7 key leadership traits

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Why is what's new … automatically 'bad' ?













NOT Effective Strategies

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Fight



Confront the threat.

Anger
Rage
Confrontation
High Energy

Flight



Run away from the threat.

Anxiety
Panic
Avoidance
High Energy

Freeze



Shut down to block out the threat.

Disassociation
Numbness
Shut Down
Low Energy

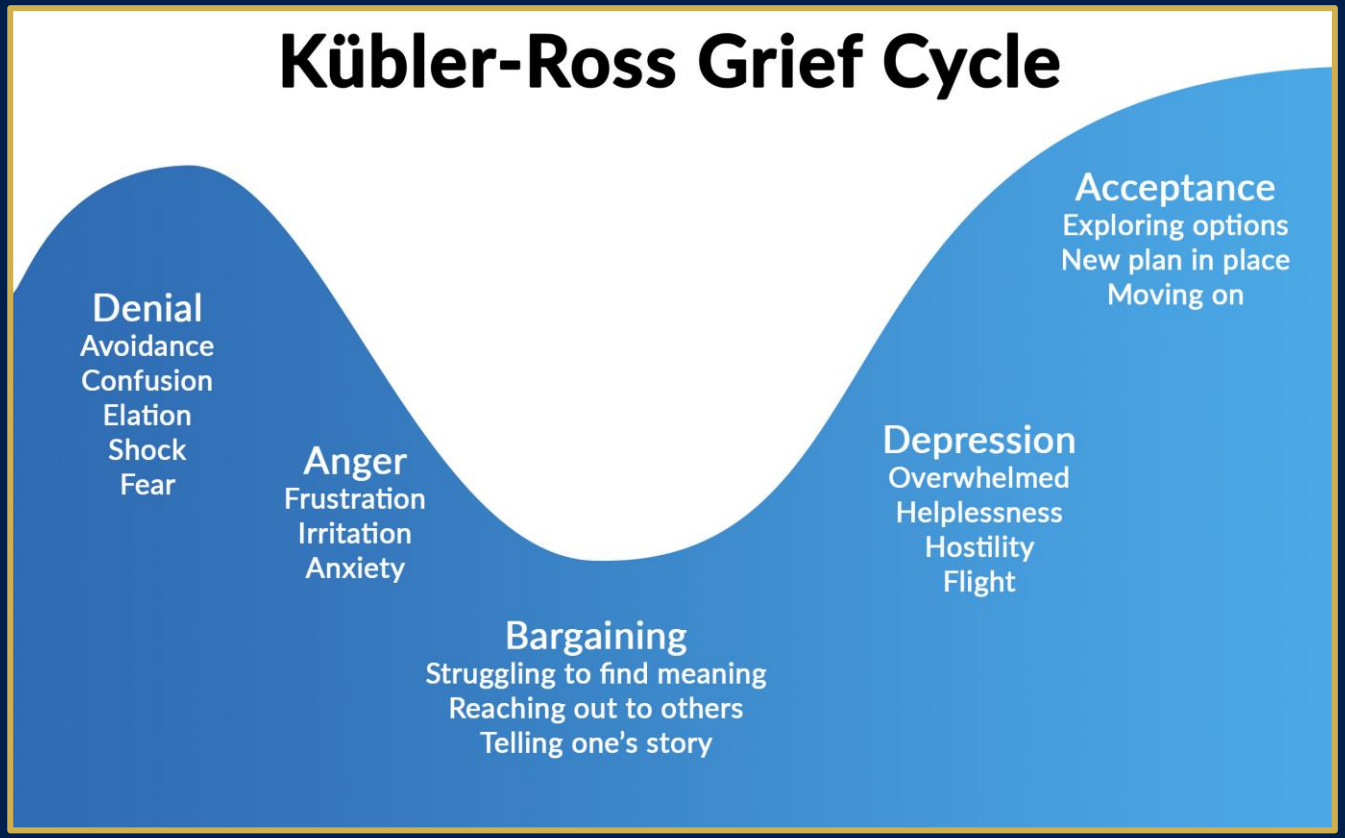
Fawn



Appease the threat.

People-pleasing
Codependency
Lack of Boundaries
Low Energy

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- Stages of Grief & Change
- People move at different speeds
- Not a one-way street, move forward and regress

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10 min

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Managing the change...

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Celebrate Differences & Multiply Strengths

Aces in their places- allow ownership and autonomy

Personalities, Be Strategic in Partnerships:

- Starter/ Finisher
- Quiet/ Loud
- Messy/ Clean
- Morning Person/ Night Owl

Honor the person and how they are wired

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What Great Leaders Say

"Thank you."

"What do you need to be successful?"

"I trust your judgement."

"How are you really doing?"



"What do you think we should do?"

"I believe in you."

"Tell me more about your ideas."

"You've got this."

"How can I support your growth?"

"Let's celebrate!"

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Conversation Killers…

- Unfortunately
- However
- But

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Leading the change...

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Give Awareness Early (Make it BIG)

- Go to where the work is done (their turf)
- Allow time for reflection & response
- What is the cost, or consequence of doing nothing
- What is the value, or benefits in making the transition

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Build Desire

- What's in it for them (e.g., efficiency and time management, better working conditions, less manual tasks etc.)
- Allow for emotions; be the calm in the storm
- Promote engaged & empowered solutions & strategies

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Provide Knowledge, Skills & Support

- Create Champions & Impact Opportunities

- Lead with trust & Let Go…

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Go Live

- Set the date, make the plan, delegate accountabilities

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Review & Reinforcement

- Incentives Matter
- Weekly (or more) check ins
- Performance to Goals and Coaching Up

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Leading the team...

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Ways to Make People Like You:

- **Become genuinely interested in other people:** Show that you care about their interests and well-being.
- **Smile:** A simple smile can create a positive atmosphere and make others feel valued.
- **Remember that a person's name is, to that person, the sweetest sound:** Use names to foster a personal connection.
- **Be a good listener:** Encourage others to talk about themselves and their interests.

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How to Win People to Your Way of Thinking:

- **Avoid arguments:** Arguments often lead to resentment; instead, seek common ground.
- **Show respect for the other person's opinions:** Never say "you're wrong."
- **If you are wrong, admit it quickly and emphatically:** This builds trust and respect.
- **Let the other person feel that the idea is theirs:** This encourages cooperation and agreement.

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How to Change People Without Giving Offense or Arousing Resentment:

- **Begin with praise and honest appreciation:** Start with positive feedback before addressing issues.
- **Call attention to people's mistakes indirectly:** This softens the impact of criticism.
- **Talk about your own mistakes before criticizing the other person:** This creates a sense of camaraderie and understanding.

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SMILES…
Create ‘Safe’ Space

- Safe To: Be Themselves,
- To Take Risks (and Fail)
- Safe to Innovate & Improve

“10/5 Rule”

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Pets, Kids & Hobbies, Vacations or NetFlix



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Leadership Keys

Authenticity
Living one's passions, values, and personality without compromise and empowering others to do the same.

Growth Mindset
Lifelong learning and relentless curiosity.

Love
Compassion for oneself and others. Warmth.



Empathy
Putting oneself in other's shoes. Truly listening.

Trust
Giving people the space to lead, be creative, and make decisions.

Self Aware
Accurate self assessment, truly knowing strengths, weaknesses, and how you are perceived by others.

Adaptable
Ability to adapt to different personalities, environments, and strategy. Open to change.

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Let’s Connect.

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