



LESSONS FROM THE EDGE OF AI ADOPTION:

CHANGE MANAGEMENT IN ACTION

In a recent Advizex Healthcare LinkedIn Live session we highlighted Orlando Health's digital transformation journey and practical Organizational Change Management (OCM) strategies for AI adoption.

This summary of key insights is designed for leaders looking to translate inspiration into actionable next steps.



THREE THINGS TO FOCUS ON:

1

Anchor AI to a Real Business or Clinical Problem

AI and digital technology adoption succeeds when it solves a problem people care about: reducing administrative burden, improving patient flow, or helping clinicians make faster decisions. The business case is more than justification; it's a roadmap for where to focus change efforts.

OCM lens: Adoption begins with understanding why the change exists and who it impacts. Leaders must keep the "why" visible and consistent, translating business goals into human terms that resonate with staff. Clear, timely communication prevents the vacuum where rumors thrive. When leaders connect the business case to individual purpose and share what they know when they know it, employees see themselves in the outcome and adoption follows.

2

Redesign Roles and Workflows, Not Just the Technology

AI reshapes how decisions are made, who makes them, and where accountability lives. If workflows and responsibilities don't evolve alongside the technology, adoption quickly stalls.

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3

Build Trust Through Transparency and Communication

Staff and patients will have questions: Is this safe? Will it replace me? How accurate is it? What happens to the data? These are not signs of resistance, they're signals that people want to understand before they commit.

OCM lens: Trust erodes in silence. When organizations don't proactively address how AI works, what it tracks, or how decisions are made, people fill the gaps with their own assumptions, just as employees might hesitate to use tools like ChatGPT if they fear their data is being monitored. Leaders must normalize curiosity, answer hard questions early, and communicate both the capabilities and the limits of AI. Transparency isn't a one-time message; it's a sustained dialogue that turns uncertainty into confidence and builds the credibility needed for lasting adoption.

Pro Tip:

Use pilots as a proving ground for both technology and behavior. Pilots allow teams to experience AI in context, surface fears early, refine workflows, and build champions who advocate for implementation.





ONE PITFALL TO AVOID

Believing adoption will happen automatically because AI is 'new or exciting'

Leaders often assume people will jump on board simply because AI feels innovative. Adoption doesn't happen by default; it must be earned. Without purpose, redesigned workflows, and trust-building, people revert to old habits, and the tool goes unused.

AI adoption doesn't start with algorithms, it starts with alignment.

Successful technology adoption starts with clarity of purpose. When leaders understand the business case, they know where to focus their change efforts. Technology may drive progress, but people determine its speed. The "why" behind the project should guide communication, shape engagement, and define where to build trust first. Effective change management turns innovation into lasting impact.

About the Author

Karan Froom is the Principal and Founder of KROOMCO, a consultancy specializing in organizational change management and digital transformation. With over two decades of experience guiding Fortune 500 companies through large-scale change, she works with the Advizex team to help customers bridge the gap between innovation and adoption. Her work centers on the belief that technology succeeds only when people are ready to move with it.

WHAT YOU CAN DO NEXT WEEK

- 1 Identify one AI or technology initiative that solves a real clinical or business problem.**
- 2 Map the workflow and role impacts with frontline input.**
- 3 Choose a pilot group to uncover concerns, critical adoption behaviors, and trust-building opportunities, not just to test functionality.**

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