

Dori Gilbert
PMO Change Portfolio Leader

Optimizing the PMO for
business agility.

Case Study

Upleveling Project Delivery with Excellence
in Adoption Strategy

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The Interactive Patient Engagement Technology (iPET) program implemented aTV-based technology for patients, and the focus of the implementation was on informing and **educating nurses** to adopt the technology so that they could assist patients. Our team focused on situational education in the top patient care use cases.

Challenges

Without funding for a lead in communications, adoption, or change management **the team needed a way to ensure hospital staff know what to share and when**. The challenge was to create a communications kit for hospital staff to effortlessly support iPET.

We decided to use a SharePoint Wiki page for the InDesign templates, timeline, and guide so the hospital communications staff could easily download the kit. **I also hosted an explainer video** introducing the kit and kit elements.

Decisions

Actions

Created a kit with a messaging guide, brand-compliant flyer templates, and a timeline of what to communicate and how to align the timing with project milestones. I advised the team in creating a workflow-based plan template for facility project champions to follow. I was awarded recognition by the Sr. Director for Patient Care Services, who remarked "the communication support [from Dori] for iPET is allowing us to reach another level in project delivery and engagement from the facilities."

Expertise

Stakeholder Analysis
Change Management
Communications
Learning Through Unknown
Speaking and Presenting

Executive Collaboration
Adoption Management
Delivering Value
Team Collaboration
Consulting

Outcomes

Comprehensive Communications Kit
with timeline alignment

Value and workflow focused executive
presentation

Strengths/Skills Used



Stakeholder
Trust-Bearer



Workflow
Whisperer



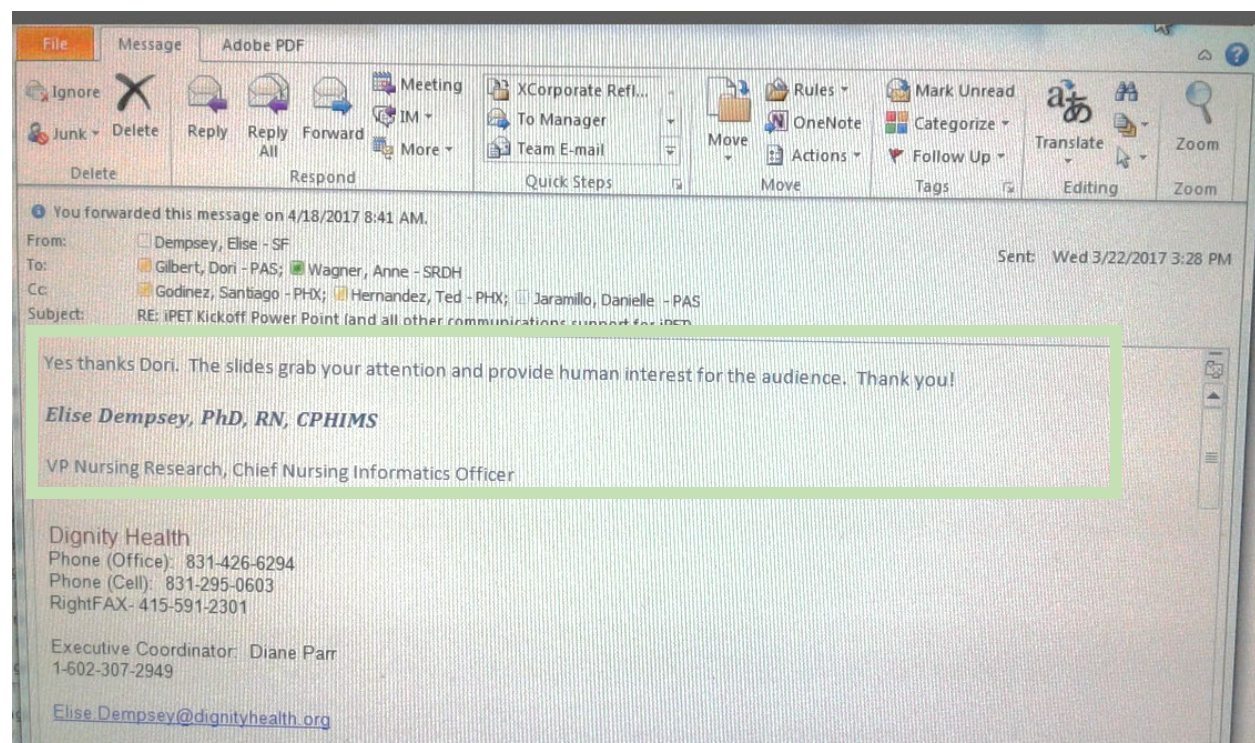
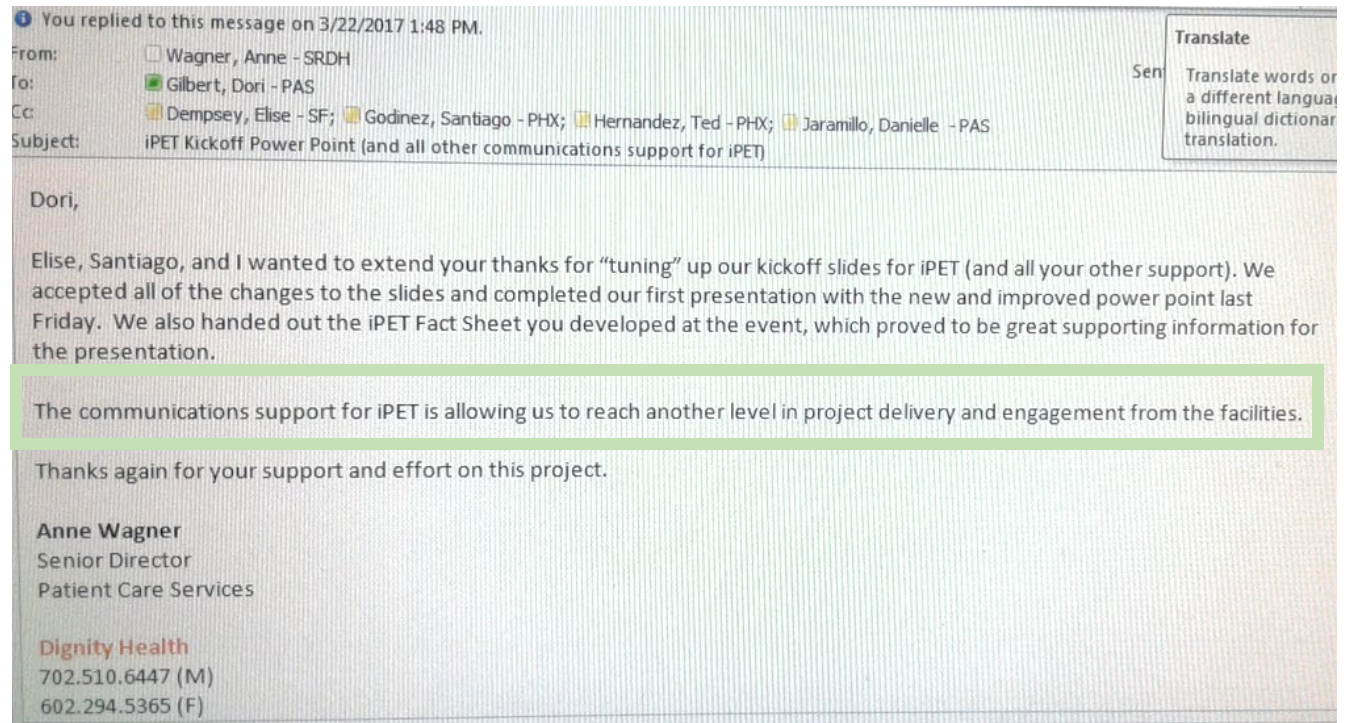
Comprehensive
Change Agent

Feedback

copies upon request

Executive Compliments
Peer Recognition "Making a
Difference" award

Executive Praise for iPET contributions



Making A Difference Awardee – March 2017

Nominator: Ann Wagner, Senior Director of Patient Care Services

