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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