

ENGINEERING ADOPTION

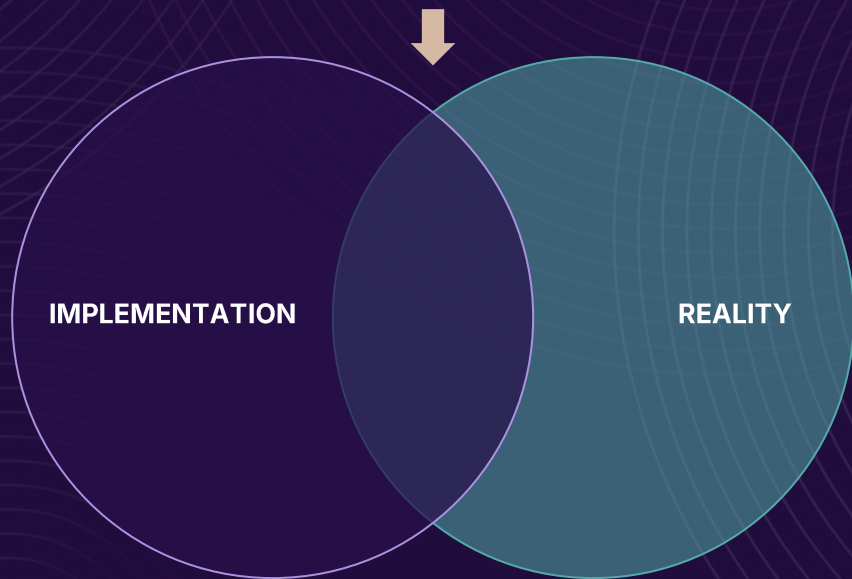
Turning Workforce Design into Daily Practice

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WHY DESIGN DOESN'T ALWAYS STICK

What makes system design actually stick?

Closing the gap between what you implement and what actually happens.



Hi, I'm Kristen Duell.

- Founder & CEO, Momentum Healthcare & Technology Consulting
- 24+ years in healthcare
 - 19 years in healthcare technology
- Provider groups, technology implementation, and strategic leadership
- Background in Certified Home Health, Licensed Agencies & Hospice



WHY DESIGN DOESN'T ALWAYS STICK

When things get busy or obstacles arise, people default to the easiest path forward, and that's often the most familiar one.

The Reinforcement Gap

Most of us are reinforcing the exact behaviors we say we don't want by:

- Communicating standardized workflows but allowing constant exceptions
- Saying we want consistency but only rewarding those who solve urgent, unexpected issues
- Asking for accountability but stepping in to micromanage and solve problems for people



Executive Self-Assessment

Where does our team **consistently drift** from defined workflows?

Where are we **deprioritizing responsibilities** so our teams can prioritize new expectations?

What problems keep getting **solved repeatedly**?

Where are **managers compensating** instead of enforcing?

What behaviors get **rewards vs.** what do we say are our **expectations**?

Where does your team
consistently drift from defined
workflows?

PRIORITY BALANCE

Are you balancing
priorities?

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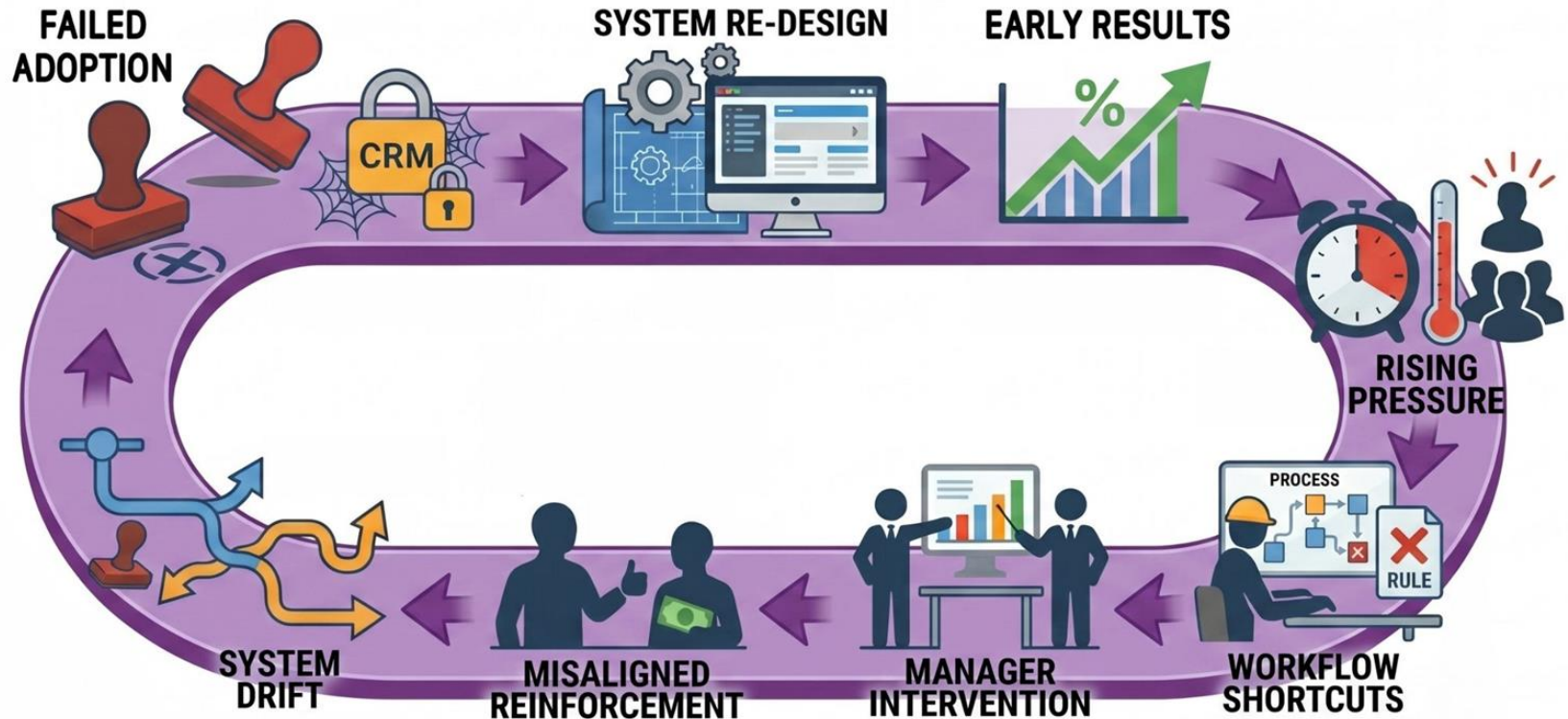
REPEAT PROBLEMS

What problems keep
getting solved repeatedly?

Where are managers
compensating instead of
enforcing?

What behaviors get
rewards vs. what do we say
are our expectations?

Real-World Example: When Adoption Fails



Steps for Solving Failed Adoption

STEP 1: Clarify the intended workflow and reinforce consistent adherence

STEP 2: Reduce competing priorities to create real focus for all job roles

STEP 3: Adjust the system itself so problems don't continue to reappear

STEP 4: Encourage managers to escalate issues rather than absorb them

STEP 5: Reduce the gap between stated standards and rewarded behaviors

PICK YOUR LEADERSHIP SHIFT

What is one change you
will make to strengthen
reinforcement?

Thank You!

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