

STRATEGIC CHANGE MANAGEMENT IN HEALTH AND TECH SECTOR



GENTEX[®]
TRAINING CENTER



Introduction

Strategic Change Management in Health and Tech Sector Training Course prepares leaders to drive transformation in two fast-moving and heavily regulated industries. Participants learn how to plan change, manage resistance, and adopt technology without disrupting patient safety or service continuity. The program combines change frameworks with practical work on digital adoption, clinical governance, and performance measurement. As a result, learners gain a reliable method for change that survives regulatory scrutiny. Furthermore, the course strengthens stakeholder alignment, risk control, and change leadership across professional boundaries.

Strategic Change Management in Health and Tech Sector Course Objectives

- Assess change readiness in health and technology organizations.
- Apply change models including Kotter's eight steps, the ADKAR model, and Lewin's model.
- Apply Prosci and Bridges' Transition Model to manage the human side of change.
- Map stakeholder influence with power-interest grids and coalition analysis.
- Design digital transformation roadmaps for clinical and technology environments.
- Apply data protection and health information standards such as HIPAA and GDPR principles.
- Manage regulatory change with compliance impact assessments.
- Use business process reengineering (BPR) and Lean Six Sigma to redesign services.
- Set change KPIs with baselines, targets, and adoption metrics.
- Build change governance, risk registers, and communication plans.

Course Methodology

- Interactive sessions built on real health and technology change cases.

LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



- Change readiness workshops using structured assessment tools.
- Group work on transformation roadmaps and stakeholder plans.
- Hands-on practice with ADKAR, communication plans, and adoption metrics.
- Simulation of clinical and IT change scenarios with resistance.
- Facilitator feedback and peer review on draft change strategies.

Who Should Take This Course

- Change and transformation leaders in healthcare and technology.
- Hospital and health system managers and clinical directors.
- IT and digital health program managers.
- Quality, governance, and compliance professionals.
- HR and organizational development specialists in regulated sectors.
- Consultants supporting digital and clinical transformation programs.

Strategic Change Management in Health and Tech Sector Course Outlines

Day 1: Change Foundations in Regulated Industries

- Why change fails in health and technology settings.
- Change models: Kotter's eight steps, ADKAR, and Lewin's model.
- Prosci methodology and Bridges' Transition Model.
- Organizational culture and resistance in clinical environments.
- Regulatory context, safety, and continuity constraints.
- Ethics, patient safety, and change risk.
- Case study: a failed digital health rollout.





Day 2: Readiness Assessment and Stakeholder Alignment

- Change readiness assessments and maturity models.
- Stakeholder mapping with power-interest grids and coalition analysis.
- Clinician, patient, and technical stakeholder perspectives.
- Communication strategy and channel planning.
- Building sponsorship and leadership coalition support.
- Managing resistance, cynicism, and change fatigue.
- Workshop: assessing readiness for a hospital change program.

Day 3: Digital Transformation and Technology Adoption

- Designing digital transformation roadmaps.
- Electronic health record (EHR) and health information system adoption.
- Interoperability standards such as HL7 and FHIR concepts.
- Data protection and privacy: HIPAA and GDPR principles.
- Cloud, analytics, and AI adoption in regulated settings.
- User adoption, training, and change support models.
- Exercise: planning adoption for a new clinical system.

Day 4: Process Redesign and Service Improvement

- Business process reengineering (BPR) in clinical pathways.
- Lean and Six Sigma for patient flow and waiting time reduction.

LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



- Agile approaches for technology delivery.
- Regulatory change and compliance impact assessment.
- Risk registers and mitigation for transformation programs.
- Service continuity and business continuity planning.
- Simulation: redesigning a patient pathway with technology.

Day 5: Measurement, Governance, and Sustaining Change

- Change KPIs: adoption, proficiency, and outcome metrics.
- Setting baselines and targets for change programs.
- Governance structures and stage-gate oversight.
- Monitoring benefits realization and reporting.
- Embedding change into policy, training, and standard work.
- Building continuous improvement and learning routines.
- Capstone: presenting a complete change management plan.

Conclusion

By successfully completing Strategic Change Management in Health and Tech Sector, participants will gain a practical understanding of how to plan and deliver transformation in environments where safety and regulation matter most. They will acquire skills in readiness assessment, stakeholder alignment, digital adoption, process redesign, and change measurement. Gentex Training Center designs the program to help leaders land change that regulators accept and staff sustain.





FAQs

Q1 What is the "Strategic Change Management in Health and Tech Sector" course about?

It covers how to plan and deliver transformation in healthcare and technology organizations, where regulation and service continuity constrain every decision. The course spans change models, readiness assessment, digital adoption, process redesign, and change measurement.

Q2 What are the key benefits of the "Strategic Change Management in Health and Tech Sector" course?

You gain a method for change that survives regulatory scrutiny and clinical reality. The course reduces failed implementations, lowers resistance and change fatigue, improves technology adoption rates, and helps you show that transformation actually delivered benefits.

Q3 What skills will I gain from the "Strategic Change Management in Health and Tech Sector" course?

You will develop four core skills: change readiness assessment and stakeholder alignment, digital transformation and technology adoption planning, clinical and technical process redesign, and change measurement with governance and risk control.



Q4 What tools, methods, or standards are covered in the "Strategic Change Management in Health and Tech Sector" course?

The course covers Kotter's eight steps, the ADKAR model, Lewin's change model, the Prosci methodology, Bridges' Transition Model, power-interest grids, business process reengineering (BPR), Lean and Six Sigma, agile delivery, HL7 and FHIR interoperability concepts, HIPAA and GDPR privacy principles, risk registers, and stage-gate change governance.

Q5 How is the "Strategic Change Management in Health and Tech Sector" course applied in real-world practice?

Participants apply it to real programs such as rolling out an electronic health record, redesigning a patient pathway, adopting a new IT platform, and implementing a regulatory change. The same methods support benefits tracking, adoption training, and post-implementation reviews.