



# Engaging Clinicians Challenges & Champions

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- Lessons from Connecting for Health
- International experience
- Scottish context
- Challenges of securing effective engagement

# Why do we need to engage Clinicians ?

# It's more than computers

IT Capital (10%)

Technological components  
(15%)

Organisational Assets (75%)  
including human capital,  
business processes, culture

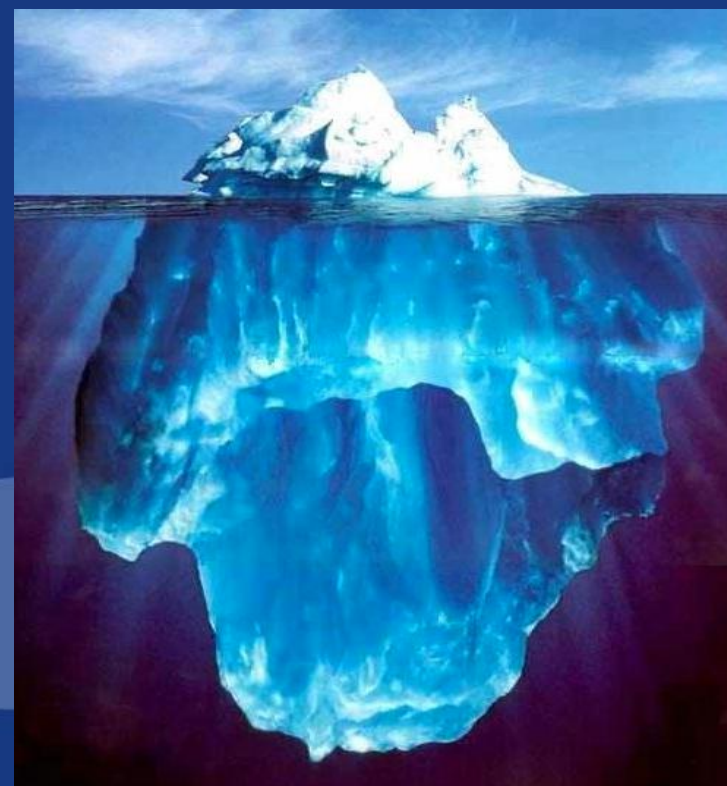


Image by Ralph Clevenger

- Changing Service Delivery
- Changing Individual Practice
- Changing Culture

**Which Professionals do we need ?**

- Not just Doctors
- All Professionals
- Not just Clinicians
- Magic Glue of Nursing

**What kind of Clinician do we need ?**

# Champions

- Technical innovators
- Easy to work with
- Top end of bell curve
- Out of step with colleagues and / or practice

# Translators

- Understand both worlds
- Know they are not the real thing
- Highly skilled but scarce

# Practitioners with Vision

- In depth up to date knowledge
- Focus on improvement potential
- See beyond today
- Busy people – low technology awareness

# Sceptics

- Able to spot downside
- Challenge assumptions
- Prepare you for implementation
- Energy Sapping

## Leaders

- Real influence over priorities
- Able to mainstream into core business
- Key to culture change
- Many competing demands

# Sponsors

- Authority to make decisions
- Balance between consistency and compatability
- Credibility with colleagues
- Secure delivery

# Implementers

- Support and Coaching
- Education and Training

**How can we get this level of  
engagement ?**

- This is not about computers
- Patient safety and Clinical Governance
- Make it a professional issue
- Align aspirations of those working in the service

- Providing information
- Allowing influence
- Supporting local innovations
- Providing resource
- Valuing input

- Make it important
- Set challenging and realistic targets
- Enthuse but don't oversell
- Focus on the patient

“That it will ever come into general use, notwithstanding its value, is extremely doubtful because its beneficial application requires much time and gives a good bit of trouble, both to the patient and to the practitioner because its hue and character are foreign and opposed to all our habits and associations.”

The London Times in 1834...  
the stethoscope