Levels of Change Management

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Change management refers to the manners and methods that a company uses to implement change in the company’s external and internal processes. According to Hayes (2018), change is a sequence of interconnected events, actions and decisions. Change is inevitable, and it is in the best interests of an organization to effectively manage the change process to ensure that the organization survives and succeeds. Change management is important for the growth of an organization. Change usually centres around offering value to customers and clients, and it requires the engagement of the workforce so that it can take place without any issues. If the workforce is unwilling to change, then it will effectively resist the growth of the company. The change management process usually occurs across three levels.

Individual change management refers to the level that a person understands how they make a change and influence its success. People are naturally resistant to change, but they have the ability to influence, support and facilitate the change process. I would assign the three physicians and the medical assistants to this level of change management. The change will greatly affect the way that the physicians and the medical assistants perform their duties, and they are likely to present the most resistance. They are at the forefront of many of the processes and services that healthcare organizations offer. Managing the change process at the individual levels will enable them to gain an understanding of the importance of the new changes, and they can facilitate the change process among other employees. They have the role of championing for the change from within the organization. The physicians also serve the purpose of removing any barriers to the change and simultaneously establishing support for it.

The next level of change is the project level. This level serves to ensure that the instituted project serves its intended purpose and achieves the projected results and outcomes through assisting individuals through the change process. Nurse practitioners would likely fall in this category or level of change management. Nurse practitioners possess advance academic and clinical experiences compared to registered nurses. One of the roles that they have to play is assessing workflows and making the necessary changes. For change to take effect, the NP has to determine the effectiveness of the change before they give the green light for implementation. It is very difficult to effect change from person to person like in the individual level of change management. One of the roles that they have to play is to identify the groups of people that require the change, and in what magnitude they will need it. They will also have the responsibility of designing a plan that will serve to ensure that the employees receive the necessary coaching, awareness and training that they need to transition over to the desired change successfully.

The last level of change management is enterprise change management. According to Miller and Proctor (2016), ECM requires an organization to have the necessary tools and skills that will allow it to deliver change at the necessary accuracy, speed, and volume. It is the final step in implementing the change that the organization has proposed. The organization should embed the change into its core values after it has embraced it at the individual and project level. This level of change management will allow the organization to quickly respond to changes in the market while focusing on continuous improvement. The front office staff fall under this category.

References

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