

CEU Evaluation Summary

Title: Spread; Keeping the Momentum Going
Date: March 16, 2007
Location: Web Conference - USA

Attendance Summary	
Number in Attendance	101
Number of Evaluations Received	44 returned

Speaker: Sarah Fraser, Ph. D.
Target Audience: Performance & quality improvement professionals, senior hospital leaders, case managers, staff nurses, allied health care staff, discharge planners, and primary care physicians.
Respondents' Job function: As part of their job title or function, 36% reported their job title or function related to quality, (QI, quality management, quality coordinator, performance improvement coordinator, risk manager, etc.), 40% reported being an RN or nursing as part of their job title or function, and 24% reported being a director, supervisor, or manager of some sort. This question was open-ended – percentages are approximate, and categories are not exclusive to one another.

Please fill in the choice that best reflects your assessment, using the 5-point scale:	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. The information presented motivates me to make improvements in my organization.	15 (34%)	24 (55%)	5 (11%)	0 (0%)	0 (0%)
2. The speakers presented the information clearly and effectively.	20 (45%)	22 (50%)	2 (5%)	0 (0%)	0 (0%)
3. The web conference was well organized.	22 (50%)	21 (48%)	1 (2%)	0 (0%)	0 (0%)

Please rate the following aspects of this activity:	Excellent	Very Good	Good	Fair	Poor
4. Overall satisfaction with this web conference:	16 (36%)	15 (34%)	9 (21%)	4 (9%)	0 (0%)

For the following questions, please fill in Yes or No:	Yes	No
5. Do you have any questions about the featured topic that were not answered during the presentation?	1 (2%)	43 (98%)
Please describe your unanswered questions: <ul style="list-style-type: none"> • Getting leadership onboard was answered but not realistic. Experience has been that there is too much of people in authority with power and control issues or desire which dis-empowers and reduces influence of those below who may be the true promoters of sustainability, spread, change and/or true visionaries. 		
6. Did you learn a specific change idea or tool that you can use to foster change in your organization?	33 (75%)	11 (25%)
Please describe specific change ideas or tools you learned: <ul style="list-style-type: none"> • It was great to hear that Identifying specific occurrences in a stable process does not mean the process always has to be redesigned- so true! • To hold onto gains you must have feedback: meet with the team and have them review the idea and if need be make changes • Clearer ideas regarding the differences in the dynamics of sustainability and spread. Liked the graphics of different ways of describing change 'bell curve' • Tailor the presentation of your idea to the person you are going to present it to. See if your idea can be presented to incorporate what's important to the person to whom it is being presented. • Communication with each individual effected entity in their own language and making sure my information will be of benefit to both of us. • Liked the idea of defining a true relapse. I have always said that we tend to make changes of the basis of one complaint (failure) and we should take a more global view. • Understanding relapse. • The factors to describe 'Good Practice'. And the categorizing of individuals with multiple views. • Being adaptive and willing to change things I've already changed. • Know your gain and build on it. • Just found it useful/informative regarding the explanations of the different types of individuals (i.e. enthusiasts, visionaries, pragmatists, conservatives, and skeptics) • To approach each tem member individually with the good idea. To obtain their support demonstrate how you idea will meet their agenda. • Relapse is a natural occurrence and does not mean that you have to re-invent your wheel. • To spread your good idea you need to look at each individual's motivation to change. How will this good idea help finance, CEO, Nursing, etc. • I did like the story of the gold fish in the fish bowl! Excellent analogy. • Relapse will occur. Need to evaluate and re-group now. • Eliciting support from senior leaders individually by talking to them and having them come up with ways/reasons this change would be beneficial to their area of expertise or concern. • Don't redo an entire project at each roadblock. • The act of changing individuals' behavior to have spread occur. • Find out the goals of the people you need help from, and get their buy in. • It was just encouraging that it was emphasized that relapse are but normal. Makes me believe, it shouldn't discourage us. • I have been to countless training on spread and sustaining change. This was truly different and helpful, because the speaker spoke from a place of deep understanding. I was especially interested in the sustaining change portion since we so often see improvements that disappear within a year. I'm approaching continuous improvement work differently from now on, based, in part, on her presentation. She talked of changing mindset with practical advice on how to do this. Really hit the nail on the head. Bravo. • How integral is it to have buy in and how it is an ongoing process of measuring outcomes and implementing change to make improvements. • Use the win-win approach when implementing changes. 		

For the following questions, please fill in Yes or No:	Yes	No
---	------------	-----------

7. Would you recommend this web conference to your peers?	36 (82%)	8 (18%)
--	----------	---------

Please describe and/or comments:

- Not only was the speaker good, the moderator was good.
- There is a lot to learn from knowing the difference between your 'Enthusiasts, Visionaries, Pragmatists, Conservatives and Skeptics'.
- The subject matter was very vague.
- It was fantastic.

	Mail	E-mail	Fax	Other Event	Word of Mouth	Other <small>(pls specify)</small>
8. How did you hear about this event?	0 (0%)	38 (86%)	0 (0%)	0 (0%)	1 (2%)	5 (12%)

Other (Please specify):

-