

# **Spring IDN Summit & Expo Conference Agenda**

April 20 - 22, 2010

Walt Disney World Swan Resort

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## **POSITIVE DEVIANCE PRESENTATION: Tuesday, April 20**

### **2:45- 4:00pm Strategic Management Track: Positive Deviance—Liberating the Secret Change Agents In Your Organization**

Presenter: [Jon C. Lloyd](#), MD, FACS, Senior Clinical Advisor, Plexus Institute, Advisory Board, Positive Deviance Initiative

There are always positive exceptions to the rules in any enterprise, including supply chains in healthcare. Somehow, a few isolated individuals or groups operating within the same constraints and having exactly the same resources as everyone else, function better. These are the positive deviants or bright spots in the organization. The positive deviance (PD) approach enables an organization to identify these extraordinarily successful people and bring their isolated behaviors and strategies forward into the mainstream. The PD approach enables others to self discover and adopt these secrets of success.

Traditional best practice Change Management approaches, by importing solutions from the outside-in, are not good at realizing this. PD ensures the participation of the members of the organization which you want to change by involving them in the process of discovering solutions that already exist from within the organization. They then become the evangelists of their own conversion process. The organization then designs an intervention that enables everyone to adopt the newly discovered PD behaviors and strategies.

PD has recently been employed by hospitals in North and South America to address healthcare-acquired infections, medication reconciliation, diabetes care, end-of-life care, and other problems. The session will consist of a brief PD primer and review of pre-reading materials followed by an interactive discussion of how this approach can be applied to improve supply chain performance to enhance patient care.

Learning Objectives:

1. Research and become acquainted with PD principles and processes and the values on which they are based
2. Distinguish how PD differs from other improvement strategies
3. Explain the quantitative and qualitative results achieved by the PD beta sites and how they were achieved
4. Evaluate whether a PD approach would be appropriate in your organization to address specific challenges that affect your core business (product, supply, purchasing) that require behavior and culture change, communication, converting the rhetoric of staff “engagement” into reality.