

CASE STUDY

Creating alignment: Healthcare organization connects change to a vision for the future

| AUG 19, 2025

<https://www.healthscape.com/client-results/creating-alignment-healthcare-organization-connects-change-vision-future>

The vision

A regional healthcare organization was undergoing significant change, including a new enterprise resource planning (ERP) platform, program changes, and an expense reduction program. Leaders were struggling to align their workforce on why operational change was needed. They sought our help to translate the change, tie it to the organization's vision, and share that information via engagement tools to minimize change fatigue and build support.

Co-creating the solution

The healthcare organization partnered with our team to develop a strategic framework that both communicated why changes were needed and measured improvement across all system levels. This resulted in an internal campaign to share operational improvements. The campaign emphasized clarity and the overarching "why" these changes were necessary to improve the future of patient care.

Believe in better

The organization successfully communicated the necessity of the changes, as well as their relevance to the organization's broader mission and vision, to staff at every level.

Meaningful outcomes

The campaign was effective:

150

leaders prepared to communicate about change

14

workstreams aligned under one unifying campaign

3000

employees reached in pulse polling

Building to better

Effectively communicating system-wide change requires:

- **Explaining the “why”**
behind changes to all stakeholders
- **Equipping leaders**
with tools, training, and clear messaging
- **Sharing progress and recognition**
to foster cooperation and feedback

LEARN MORE ABOUT THE AUTHORS



Tiffany Jungers
Senior Vice President