

# What is a Transplant Center? Why bother?

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## The News ... the simple version



Transplantation  
is complicated!



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The goal: Excellent Clinical Care, Research, Education, Service, Diversity ...

Outliers

Outliers

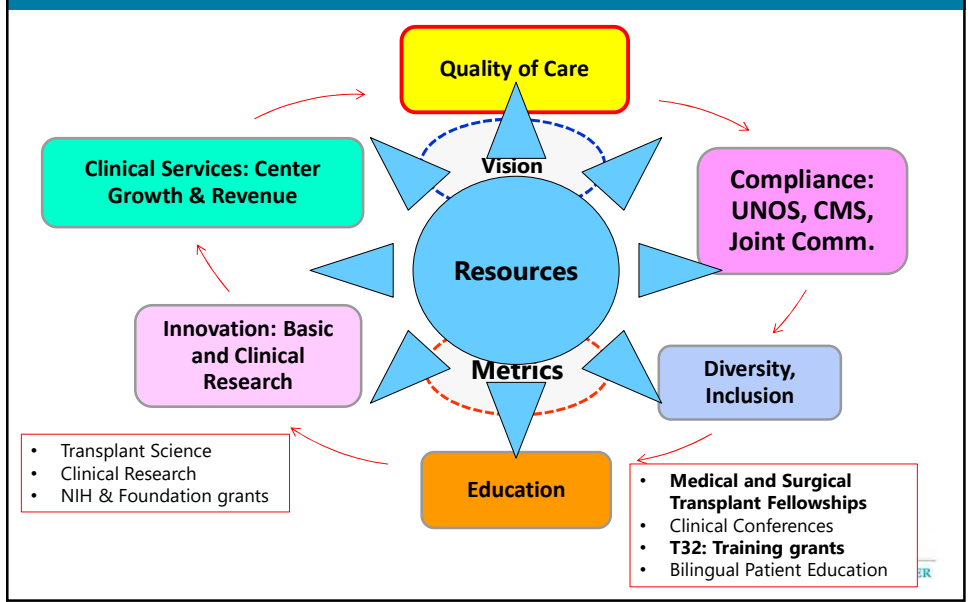


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### Transplant Center: Integration of Programs



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## We would all like to be the biggest and the best.

- **Reputation matters**
  - Excellence in clinical care
  - Research – basic, clinical, translational
  - Creativity matters – doing new things
  - Visibility
    - Societies / Service
    - Education (fellowships?)
  - **Priorities – what can you afford?**
  - **Vision – who provides direction?**
  - **Leadership – let's “think big!”**



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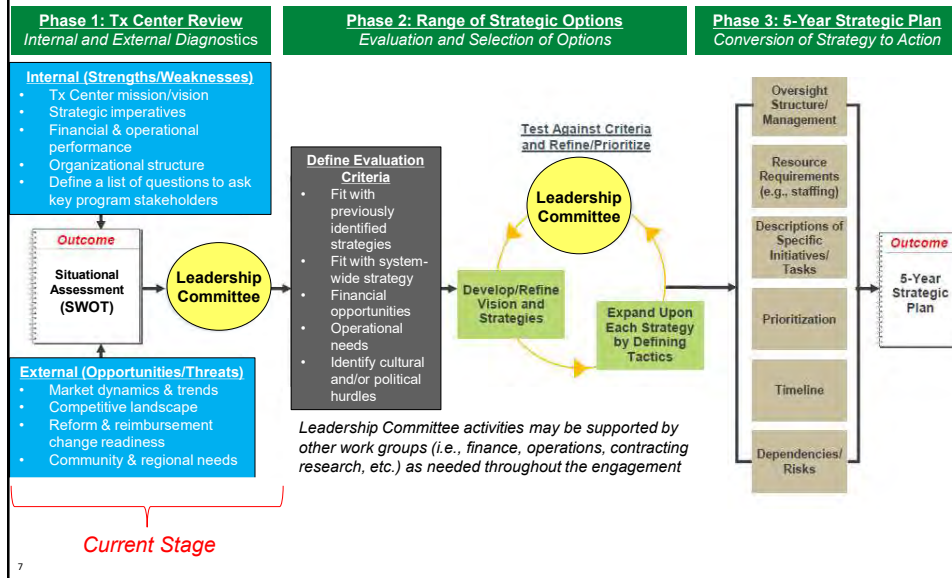
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## Transplant Center – Strategic Priorities

Strategy #1: Lead the Nation in Innovative Research	Strategy #2: Provide the Best Care to a Growing Volume of Transplant Patients	Strategy #3: Better Serve the Diverse Community of Patients, Donors and Families in Region and Beyond	Strategy #4: Shape the Future of Transplantation through Training, Education and Public Policy Development
<ul style="list-style-type: none"> <li>• Accelerate research in tolerance, xenotransplantation, and cellular therapies</li> <li>• Develop research programs in organ support, repair, and resuscitation</li> <li>• Apply tolerance approaches to composite tissue grafts</li> <li>• Collaborate with the Center for Regenerative Medicine to grow new tissues and organs</li> <li>• Expand clinical research through bench-to-practice collaboration among basic, clinical and translational researchers.</li> <li>• Develop a robust pipeline of new scientists</li> </ul>	<ul style="list-style-type: none"> <li>• Identify current and potential referrers across the region and in each organ program</li> <li>• Develop a comprehensive marketing/outreach plan</li> <li>• Recruit and retain the best medical, surgical and nursing staff, research faculty, fellows and residents</li> <li>• Develop outstanding educational programs focused on quality and multidisciplinary care</li> <li>• Establish robust quality assessment and performance improvement systems</li> <li>• Develop information technologies to support quality improvement, outcomes research and educational initiatives, and to enhance coordination of clinical care</li> </ul>	<ul style="list-style-type: none"> <li>• Increase organ availability through improved national sharing, increased organ donation, and improvements in organ support, repair, and resuscitation</li> <li>• Increase clinical staff, support infrastructure, and capacity of facilities</li> <li>• Increase the number of patients referred to and registered for transplant through better service, improved education and marketing, and establishing community-based clinics</li> <li>• Develop robust outreach programs to under-represented populations</li> </ul>	<ul style="list-style-type: none"> <li>• Develop training programs focused on quality and multidisciplinary care for medical, surgical, nursing, and other staff</li> <li>• Enhance educational materials for referring MDs, patients, donors and families, private and public payers, and communities</li> <li>• Play a leadership role in public policy related to organ donation and distribution</li> </ul>
<b>Strategy #5: Support an Integrated Approach to Clinical Care, Education and Research with a Dedicated, Expert Facility</b>			

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# Strategic Plan – Project Approach



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## Transplant Center– Autonomy? Basic Decisions Regarding Finance and People

### What does “authority to privilege and recruit physicians” mean?

- Center has ability to **identify MD and non-MD needs in all specialties of importance to transplantation** (most often, Department needs are primary, transplant requirements secondary) – often will not require full FTEs in Transplant BUT uncompensated time is huge (0.3 FTE per MD).

### What revenues and costs should fall under the center budget?

- Many models: All professional revenue and expenses associated with transplant activity should fall under the Center, including MD, non-MD, space, professional development and other associated practice costs – this would likely require the Center to pay session fees or similar mechanism for Department-based resources but **facilitates CMS reimbursement**
- All support for transplant activities should funnel through the Transplant Center cost centers and managed by the Center. Explore models for sharing of technical revenue between hospital and Center
- Non-MD “ancillary” staff employed and committed to Center e.g. for Social Services, Pharmacy, Case Management, Financial Coordination

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**S** **W**  
**O** **T**

What do we do well?

**STRENGTHS (+)**

- Large volume and great outcomes
- Medical subspecialty support → management of complex cases
- Innovation and Research
- Superb colleagues and trainees
- Multi-Disciplinary clinics
- Interdisciplinary conferences
- Outreach networking
- Leadership support

**WEAKNESSES (-)**

- Increased uncompensated demands on medical staff
- Limited Procedural capacity (radiology, endoscopy, urology)
- Challenging access to subspecialty care (eg. Diabetes) and primary care
- **RVUs disconnection with amount of work**
- **Historic surgical-medical split**
- Push towards system centralization
- **Physical space (inpt/outpt)**
- **Clinical staff burnout**
- **Competitive compensation**

**OPPORTUNITIES (+)**

- International patients
- Expand access to transplant from underserved populations
- Expand outreach clinics
- MGB (combined programs)
- MGH Cancer Center
- Limited Competition in region
- Clinical Research LT Database
- SRTR metrics improvement
- Shifting waitlist practices
- New leadership
- EPIC Support

**THREATS (-)**

- Limited hospital capacity (ICU)
- Compensation not competitive
- Regional competition
- Change in UNOS Allocations
- Insurance COE vs UNOS metrics
- Patient geography (remote care)
- Rising procurement costs/staff
- Understaffed support services (PT, Social Work, Pharmacy)

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## Value of Centers: Must be demonstrated

Area	Value
Clinical	• Measure and work to improve <b>total patient outcomes</b> , rather than process metrics
	• Improve patient access, <b>diversity of population</b> .
	• <b>Identify and respect needs of different clinician groups in continuum of care: Medicine &amp; Surgery &amp; Pediatrics. [Uncompensated time?]</b>
	• <b>Deliver top-line growth for the hospital and PO</b>
	• Reduce total patient costs across services and hospital
	• Ensure coordinated, multidisciplinary care for the full cycle of care
	• Coordinate care between centers, ambulatory and inpatient

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## Value of Centers (2)

Area	Value
Research	<ul style="list-style-type: none"> <li>• Enhance clinical/translational research by improving collaboration and promoting lab to bedside transition</li> <li>• Reputation building – clinical advances?</li> <li>• Provide funding and infrastructure support for multi-disciplinary research</li> </ul>
Education	<ul style="list-style-type: none"> <li>• Advance education by providing multidisciplinary training and collaboration between specialties (MDs &amp; non-MDs)</li> <li>• Fellowship training programs: clinical and research</li> </ul>
Marketing / network development	<ul style="list-style-type: none"> <li>• Outreach: Improve marketing to patients/referring physicians</li> <li>• Establish multi-disciplinary care at affiliate sites</li> </ul>
Community	<ul style="list-style-type: none"> <li>• Educate patients and community members on disease states</li> <li>• Identify underrepresented groups in transplant groups</li> </ul>

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## What do we need to deliver on these values?

Area	Value	Governance	Resources/finances	Geography
Clinical	<ul style="list-style-type: none"> <li>• Measure and work to improve total patient outcomes</li> <li>• Improve patient access</li> <li>• Identify and respect needs of different clinician groups</li> <li>• Deliver top-line growth for the hospital and PO</li> <li>• Reduce total patient costs across services and hospital/PO</li> <li>• Ensure coordinated, multidisciplinary care for the full cycle of care</li> <li>• Coordinate care between centers</li> </ul>	<ul style="list-style-type: none"> <li>• Responsibility to develop and enforce common care pathways and protocols across role groups</li> <li>• Authority to recruit / privilege / supervise physician and non-physician staff</li> <li>• Aligned administrative structure through centers to supervise non-MDs, manage finances, scheduling</li> <li>• Administration, Medical and Surgical directors with paid administrative time and interest (and skill)</li> </ul>	<ul style="list-style-type: none"> <li>• Redeployment of dollars for infrastructure support (IT/personnel) for tracking quality metrics and improving quality of care</li> <li>• Option: Center ownership of and accountability for GH &amp; PO finances related to center-based clinical care to align incentives around cost reduction and top-line growth between divisions and hospital/PO</li> <li>• Share technical revenue to support under-reimbursed activities required for multidisciplinary care and to align incentives</li> </ul>	<ul style="list-style-type: none"> <li>• Co-location of clinical services in dedicated facilities where possible</li> </ul>

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## What do we need to deliver on these values?

Area	Value	Governance	Resources/finances	Geography
Research	<ul style="list-style-type: none"> <li>• Provide funding and infrastructure support for multi-disciplinary research</li> <li>• Enhance collaboration in clinical/translational research</li> <li>• <b>Research administration</b></li> </ul>	<ul style="list-style-type: none"> <li>• Research leadership across all areas – clinical and basic</li> </ul>	<ul style="list-style-type: none"> <li>• Re-deployment of research support budgets for small grant mechanisms</li> <li>• <b>Infrastructure for clinical research</b></li> </ul>	<ul style="list-style-type: none"> <li>• Co-location of clinical research &amp; patient care</li> </ul>
Education	<ul style="list-style-type: none"> <li>• Support clinical fellowship programs</li> <li>• Recruit best residents</li> <li>• Research fellowships (T32)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Director of education</b></li> <li>• <b>Major focus of Center</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Re-deployment of resources to fund multidisciplinary fellowships</b></li> </ul>	<ul style="list-style-type: none"> <li>• Mandatory rounds (clinical and research)</li> </ul>
Marketing / network development	<ul style="list-style-type: none"> <li>• Improve marketability to patients/referring physicians</li> <li>• Outreach education and multi-disciplinary care at affiliate sites</li> </ul>	<ul style="list-style-type: none"> <li>• Formal growth strategy</li> <li>• Links to other specialty areas (oncology, advanced heart failure)</li> </ul>	<ul style="list-style-type: none"> <li>• Focusing marketing budget and support support for centers</li> </ul>	<ul style="list-style-type: none"> <li>• Per plans</li> </ul>
Community	<ul style="list-style-type: none"> <li>• Educate patients and community physicians</li> </ul>	<ul style="list-style-type: none"> <li>• Diversity group</li> </ul>	<ul style="list-style-type: none"> <li>• Funding</li> </ul>	<ul style="list-style-type: none"> <li>• Per plans</li> </ul>

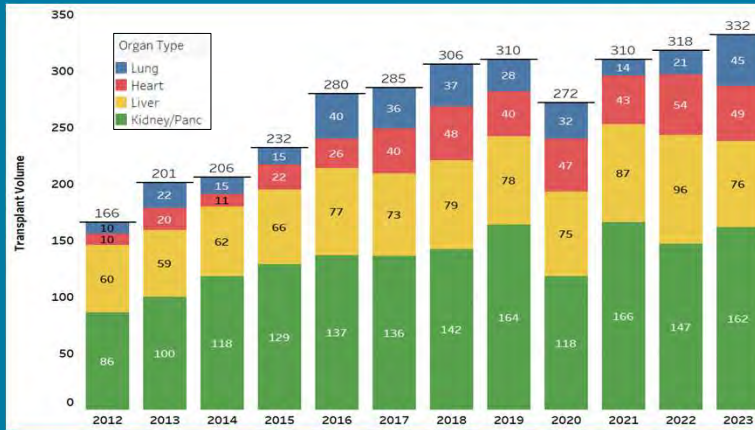
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Metrics:

**WHAT GETS MEASURED, GETS ATTENTION, AND GETS DONE!**

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# All Organ Transplants



+100% increase (2012-2023\*)

Data Source: OPTN; 2023 YTD is data from 1/1/23 - 11/30/23



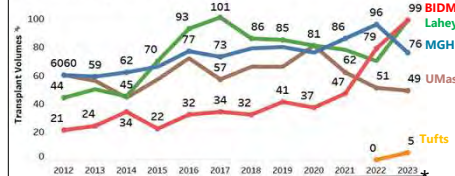
# Growing competitive landscape across all major organ programs in New England



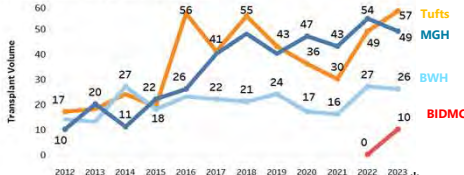
Kidney/Panc Transplant Volume



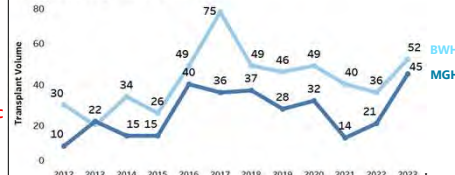
Liver Transplant Volume



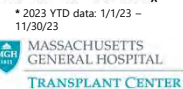
Heart Transplant Volume



Lung Transplant Volume

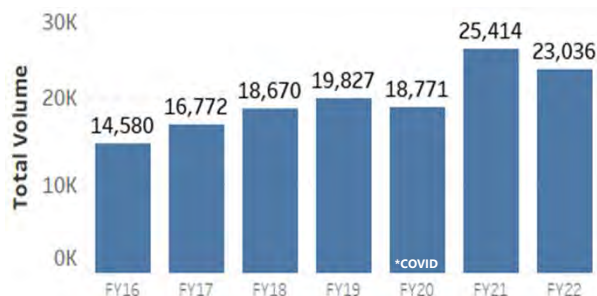


Data Source: OPTN; multi-organ transplants counted in each organ group





## Overall patient encounters increased by 58% across all phases of care from FY16 – FY22: Resources!!



- Steady year-over-year increase in patient volume across all phases of transplantation, with FY21 and FY22 hitting +20,000 patient encounters
- FY20: COVID impacted patient volumes, leading to pickup in FY21 due to pent up demand.
- FY21: significant increase in immunization visits and lab tests, greater use of telehealth, and psych visits (liver)
- Stable increase in pre-tpx evals, post-tpx visits and infusions across all fiscal years

All Phases	FY16	FY17	FY18	FY19	FY20	FY21	FY22	FY Avg. FY20/21	% Change Avg. FY20/21 vs. FY22	% Change FY16-FY22
Pre-Phase (Eval & WL)	2,071	2,230	2,232	2,420	2,117	4,782	3,777	3,450	10%	82%
Txp	254	262	275	278	266	285	276	275	0%	9%
Post-Txp	12,255	14,280	16,163	17,129	16,388	20,347	18,983	18,368	3%	55%
<b>Total</b>	<b>14,580</b>	<b>16,772</b>	<b>18,670</b>	<b>19,827</b>	<b>18,771</b>	<b>25,414</b>	<b>23,036</b>	<b>22,093</b>	<b>4%</b>	<b>58%</b>

Source: EPSS Hospital Accounting System; includes all phases of transplant (eval, waitlist, surgery, post-transplant care) based on patient status in Epic Phoenix. Net Revenue is Actual Payment as per EPSS. Pre-transplant financials include Medicare Cost Report revenue; multi-organ transplants counted in descending hierarchy of lung, heart, liver, kidney, pancreas (i.e., Liver/Kidney counted in Liver)

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## Waitlist Management, Capacity, Competition



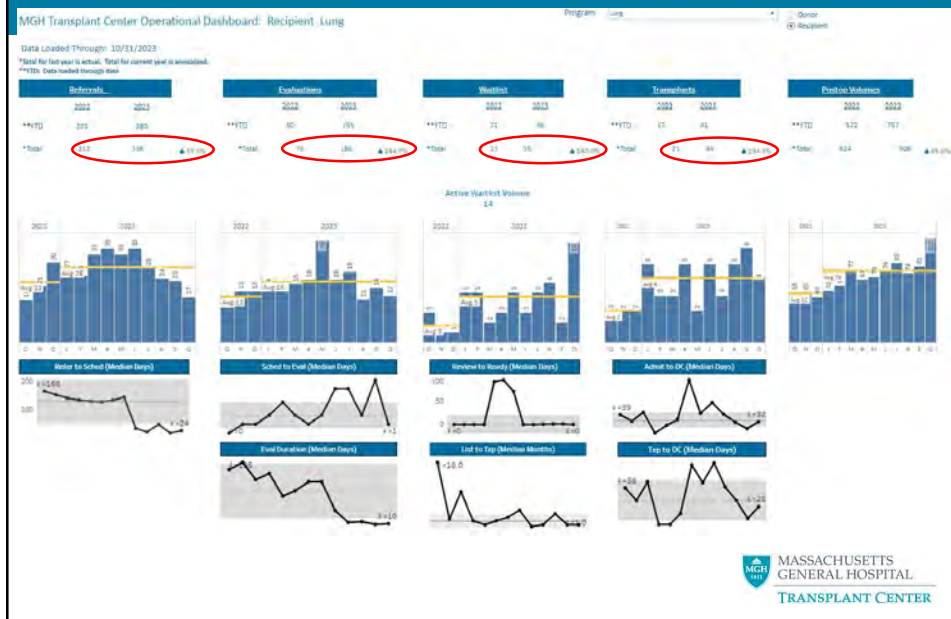
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## Rapid Evaluations, Competition



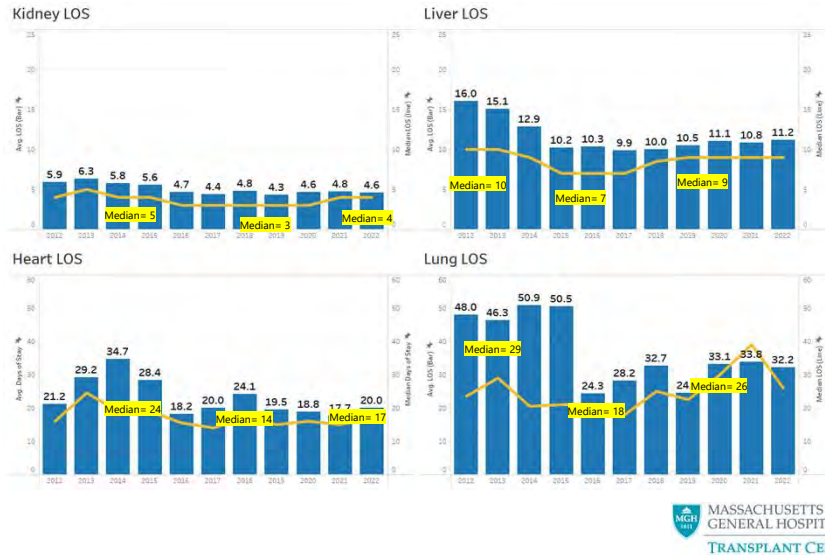
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## Referrals and Outreach → Growth



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## Reduced Length of Stay: Financial Driver



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## Process Metrics: Follow the money!

ICU care of a kidney recipient

double cost per liver and heart perfusion systems (disposables, pump tech) are very high for kidney rejection, technical issues, graft dysfunction, and ID = 80% of direct costs!

Txp Only: Cost comparing set ICU vs. Floor

ICU Flag (group)	Organ (gr.)	Count	Cost	Cost per Day
ICU	Kidney	141	\$4.3M	\$30.8K
Floor	Kidney	377	\$24.8M	\$65.9K
ICU - PACU Reco.	Kidney	10	\$0.0M	\$1.9K

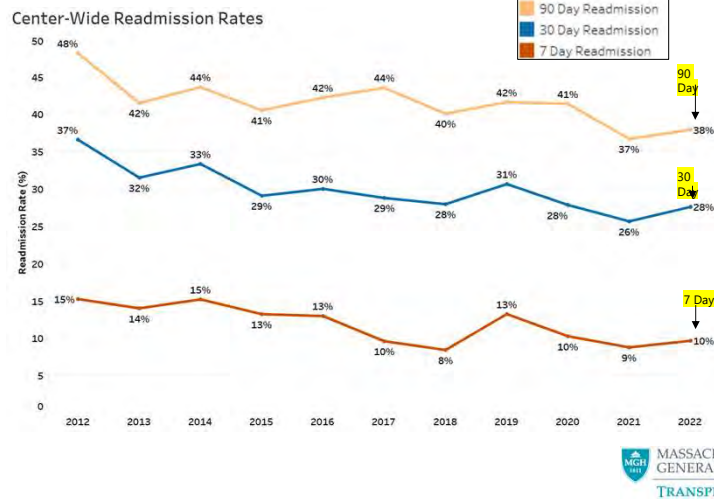
Assumptions are dangerous: Costs of liver and heart perfusion systems (disposables, pump tech) are very high (\$200-500,000/case) but balanced by fewer readmissions, graft failures.

OR time accounts for 77% of total direct costs (\$246K) and \$3.6K per patient, with the majority occurring during readmission

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## Reduced Readmissions



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## Quality, Safety, Compliance

*It's not just about CMS & UNOS – but they matter!*

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## Unique Challenges: Quality, Safety and Compliance in Transplantation

- **Transplantation is the most highly regulated segment of healthcare at the Federal level.**
- **The Transplant Center takes on responsibility for compliance with regulatory guidelines and data submission requirements of CMS and OPTN (UNOS) while advancing the quality and safety of clinical care.**
  - Data reporting and compliance requirements have increased (and are publicly reported).
  - Special requirements for Transplantation (e.g., informed consent, organ verification, listing and outcomes data) are **in addition to** policies and procedures for all patients.
  - Staff education and documentation requirements (>800)
  - Need documentation of regulatory oversight (Clinical Operations Committee)



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## Transplant Center: Compliance, Quality and Safety

- **Compliance** (UNOS, CMS, Joint) – **serial data submission requirements for patients** (“TEIDI forms”), **unannounced audits, changing regulations**
- **Coordination** with policies and Quality and Safety across Medical Center
- **Program-specific Quality and Efficiency Metrics** (heart, lung, liver, kidney, VAD): *Process metrics, Outcomes, HCAHPS, Review of Safety Reports*
- **QA for subcontracting groups & OPO**
- **EPIC** (Medical Record: Phoenix): Frequent updates to assist reporting by Selection Committees, OR staff, Pre-transplant evaluation and listing, inpatient care → Data Reports
- Policies & Procedures centralized and reviewed - clinical and administrative
- Substance use disorders (SUD) supports
- **Equity and inclusion**
- **Education** – Regulatory and Clinical Education
- **Documentation** of Medical & Surgical Fellowships
- **Documentation of vaccinations, serologic testing, GFR's**



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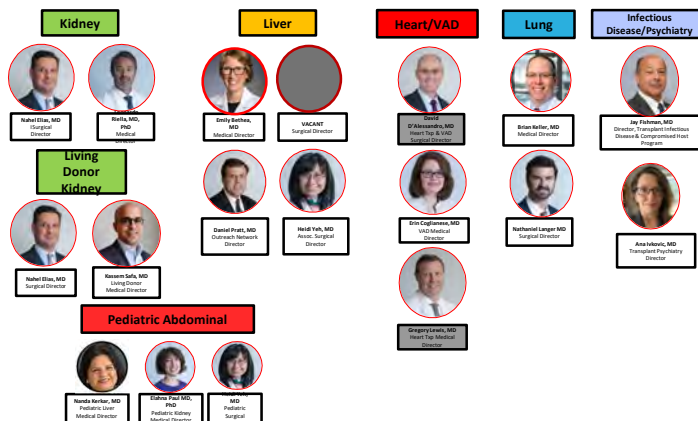
## Operations (examples)

- **Audits of processes** reviewed weekly (e.g., OR processes, selection committees and listings, organ and vessel utilization, consents, data submission (TEIDI), patient education)
- **Center metrics** (referrals, evaluations, transplants, outcomes, patient satisfaction – HCAHPS, racial/ethnic distribution)
- **Safety reports** (reviewed daily by Director Quality and Safety, Director, Compliance) *reviewed monthly* at Transplant Center Clinical Operations, Quality and Patient Safety Committee (QPSC) – with Center for Quality and Safety
- **QPSC initiatives** shared at Clinical Operations and QAPI Committees
- **New Center initiatives** by email, organ-specific QAPI presentations, Center Grand Rounds
- **Annual Center QAPI Report** – all programs.
- **Coordination of care:** reviewed with Medical/Surgical Quality and Safety Chairs for RCA/action
- Attend **organ-specific Selection Committees** for on-going education, QAPI projects.
- **EPIC issues:**
  - Maintain documentation of compliance (OR organ check-in, organ verification, consents)
  - TEIDI: developed submission process online → reporting largely via EPIC 2019-2021
  - Assure completeness of outside lab entry (Quest) into EPIC (serologic testing of donors and recipients) 2019-2020
  - Follow up testing (3/6 mos.) for all recipients including PHS Increased Risk Donors for HBV, HCV, HIV
- Presentations to **Insurance Carriers** to assure top level referring status
- Participate in MGB **Contracting Committee**
- <sup>27</sup> • **Orientation of all new staff** to Center and CMS/UNOS Policies and procedures

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## MGH Transplant Center Clinical Leadership

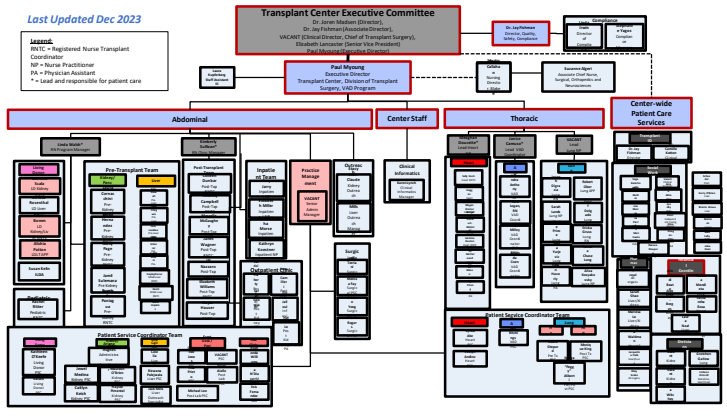
Last Updated Dec 2023



\* Living Donor Liver Transplant and Pancreas Programs are on "Long-Term Inactivation"

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# MGH Transplant Center Org Chart



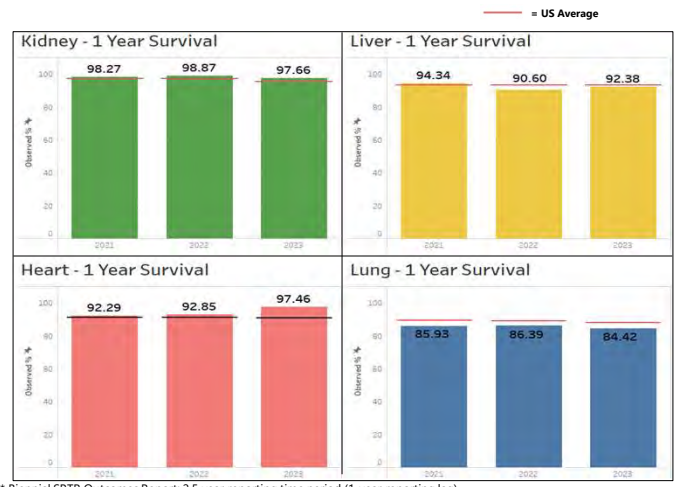
- Over 40+ APPs (inpatient/outpatient)
- Over 40+ RN Coordinators
- Over 25+ Pt Service Coords./Admins
- Over 50+ Ancillary Support Staff:
  - PharmD, SW, Dieticians, Fin. Coords.
  - ID, Psychiatry, PT/OT, SUD.



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## SRTR Report: 1-Year Patient Survival

*MGH vs U.S. Average*



<sup>30</sup> \* Biennial SRTR Outcomes Report: 2.5 year reporting time period (1-year reporting lag)



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# Staff Education

All staff must have documentation related to orientation and continuing education

## Continuing Education:

- Transplant Boot Camp
- Transplant Center Grand Rounds
- Weekly Russell Rounds and Friday morning
- Year in Review presentations
- Alliance webinars
- National conferences (ATC, ISHLT, NATCO, ITNS, UNOS TMF)

**MGH One Week: Transplant Boot Camp 2021**  
A 10-week educational series provided by the MGH Transplant Center



Starting, Wednesday, June 23rd, 12:00PM- 1:00PM  
Via Zoom Webinar (registration links will be sent)  
**CME & CNE will be offered for majority of courses\***

**Topics To Include:**

1. Compliance in Organ Transplant (Linda Irwin, NP)\* - June 23<sup>rd</sup>  
*(\*This is a regulatory course and therefore will not offer CNE or CME)*
2. Vascular Composite Allograft (Curtis Getzels, MD) - June 30<sup>th</sup>
3. HLA and DSA Testing (Vikram Pattanayak, MD) - July 7<sup>th</sup>
4. Transplant Infectious Disease (Jay Fishman, MD) - July 14<sup>th</sup>
5. Everything You Need to Know About TJC VAD Survey (Janice Camusso, RN)\* - July 21<sup>st</sup>  
*(\*This is a regulatory course and therefore will not offer CNE or CME)*
6. Liver Transplantation (Emily Bethea, MD) - July 28<sup>th</sup>
7. Heart Transplantation (Gregory Lewis, MD) - August 4<sup>th</sup>
8. Living Donor Transplant (Leigh Anne Dageforde, MD)- August 18<sup>th</sup>
9. Kidney Transplantation (Nabel Elias, MD) - August 25<sup>th</sup>
10. Lung Transplantation (Deb Basler, NP, Caroline McEnery, NP and Oriath Delgado, NP) - September 1<sup>st</sup>

For any operations, please reach out to: Linda Irwin, MA, RN, ANPIC, CCTC.

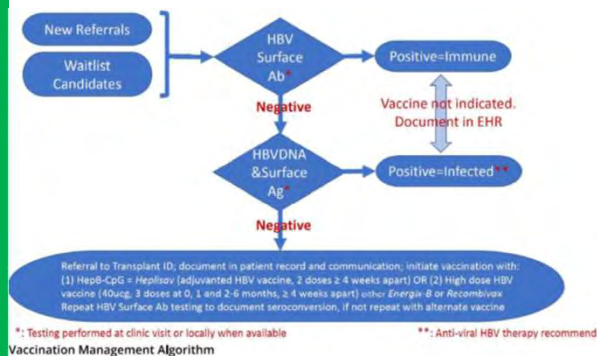
Accreditation



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# Center-wide Quality Initiatives: Pick some

- ✓ Access to Care – by race, gender
- ✓ Staff education
- ✓ Patient Education
- ✓ Hepatitis B Vaccines and documentation
- ✓ COVID Vaccination
- ✓ Weight loss
- ✓ EPIC Quality reports
- ✓ Remote Visits (>10,000 in COVID)



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## Program Specific QAPI Initiatives

<b>Heart</b>	Incidence fungal infection; posaconazole treatment Grade 3 rejection/immunosuppression protocol modification Use of DCD donor hearts
<b>Lung</b>	Incidence of CMV infection Time to extubation COVID-19 and Refractory ARDS
<b>Liver</b>	Acute Alcoholic Hepatitis Protocol Substance Use Disorder Clinic Expansion Use of DCD donor livers
<b>Kidney</b>	Readiness Tracking stent removals after transplant BMI project; early referral to weight loss center
<b>Living Donor</b>	Ensuring donor blood is collected and stored for 10 years
<b>Pediatrics</b>	Vaccination after transplant

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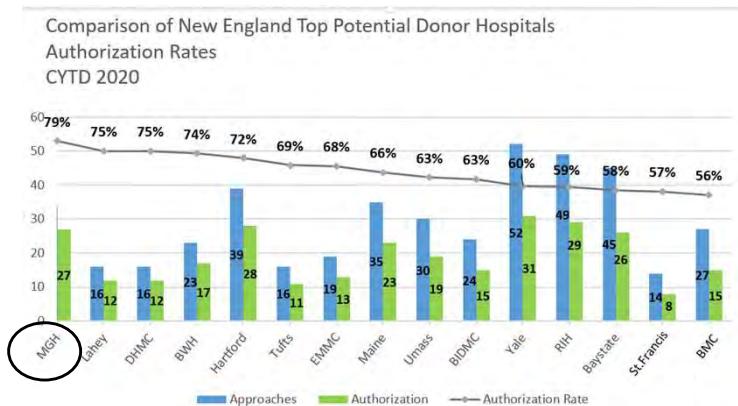
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## Organ Procurement:

### Overall Authorization Rate by Top Potential Hospitals CY 2022

(in order of highest authorization rate)



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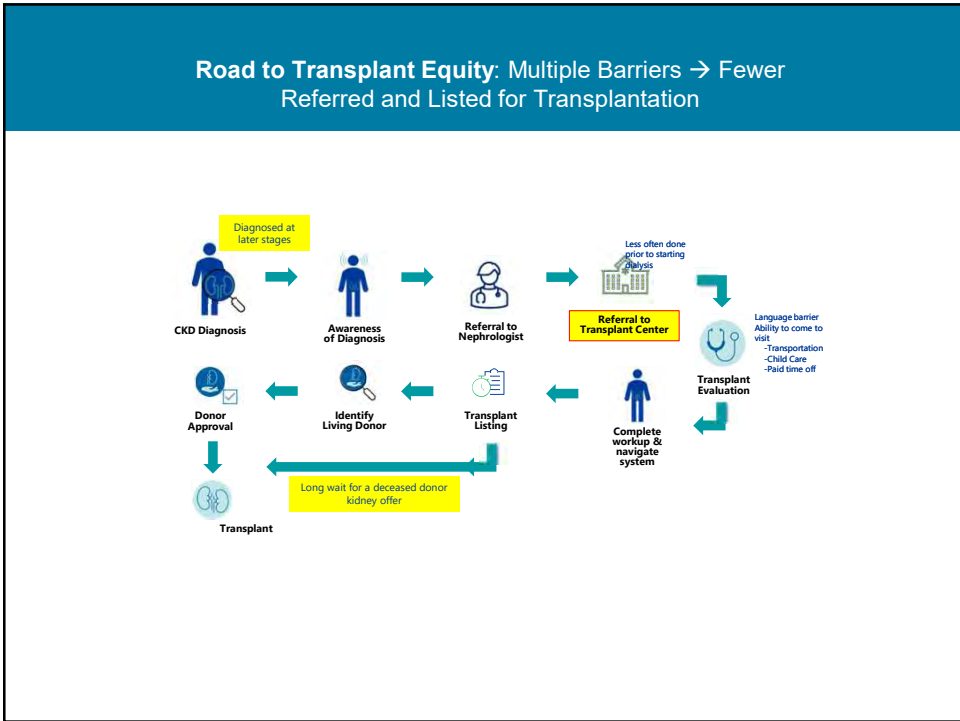
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Key Challenges	Impact	Recommendations
Meeting Insurance COE Criteria	Estimated loss of 100+ new referrals/redirected patients on the waitlist a year	<p><b>Improve metrics, waitlist management practice, address COE criteria:</b></p> <ul style="list-style-type: none"> <li><b>Currently underway:</b> Optimize waitlist management processes (reduce waitlist size, updated TCR forms, move patients to GI clinic, defer/remove lower MELD pts etc) to ensure we are meeting/exceeding COE criteria. <ul style="list-style-type: none"> <li>Will require additional clinical and administrative staff including hepatology MDs, APP, waitlist management RN, analytics team.</li> </ul> </li> <li><b>Short-term:</b> Advocacy with payers with engagement of MGB senior leaders to address COE criteria concerns. A new COE denials and "pain point" tracking system is in development in Epic to monitor ongoing insurance barriers to quantify administrative burden. <ul style="list-style-type: none"> <li>This effort will require additional financial coordinator support to address existing insurance challenges.</li> </ul> </li> </ul>
Access/Capacity	Estimated loss of 10-15 potential liver transplants a year	<p><b>Implement "Just Say Yes" for severe liver disease and liver transplant candidate transfers.</b></p> <ul style="list-style-type: none"> <li><b>Currently underway:</b> Partnership underway with the Patient Transfer and Access Center (PTAC) to expedite accepting appropriate OSH transfers to MGH or BWH (repatriation).</li> <li><b>Mid-term:</b> Hire transplant hepatologists at both MGH* and BWH* (non-RVU efforts).</li> <li><b>Long-term:</b> Dedicate an inpatient floor to manage liver disease patients and allocate additional ambulatory space for hepatology and transplant patients.</li> </ul>

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## Equity Challenges: *Adverse social determinants of health*

- Need financial and other resources (patient navigators, multilingual providers, pharmacy, transportation, social work, outreach facilities) to *coordinate care* through the process of transplantation.
- Need system to provide *extra-renal transplants* to underinsured patients.
- Creativity: Education of providers (and patients) for early referral – and ease of access to care.

## Equity and Diversity Overview Examples

- **New outreach clinic in Chelsea for underserved populations: MGH Equity in Kidney Transplantation (EqKT) Initiative: Kidney Transplant Evaluation Program: first session February 7, 2022 → First (9) patients transplanted from Chelsea project**
- **Listed MGH renal candidates under Mass Health Limited (safety net) who lack usual resources for transplantation (approved MGH Finance, MGPO, and MGH leadership). (57 listed)**
- Adverse impact of **renal function measurements** in African-American candidates using adjusted GFR (glomerular filtration rate) to give added waiting time on list for earlier transplantation. **(8 transplanted)**
- **Documented and reduce implicit bias during listing meeting**
- **Education sessions** with Medical and Surgical Directors *to encourage diversity and identify institutional racism as important challenge*
- **Training:** Substance use disorder training, Equity conference for heart failure & transplant program completed

## So, let's make our Transplant Center better!

Transplantation is a team sport – and “coaching” often fails. Where do we start? It's about “buy-in”

John Kotter from Harvard Business School told me: “5-10 years from now, I will meet you in an airport and ask you NOT about your job title, salary, or reputation. I will ask you: **What is your legacy?**”

- Your research will often be forgotten, repeated, or found to be wrong (sorry).
- Your organizational decisions are long since eradicated
- Your grants have ended
- **So, your legacy is (largely) your family and the people you have trained and the lives you have saved.**

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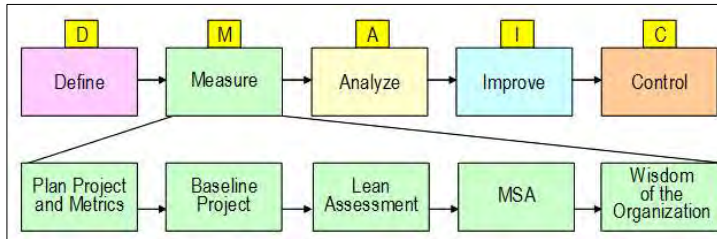
## Kotter's: Leading Change – 1.0

Stage	Actions Needed	Pitfalls
Establish a sense of urgency	<ul style="list-style-type: none"> <li>• Examine market and competitive realities for potential crises and untapped opportunities.</li> <li>• Convince at least 75% of your managers that the status quo is more dangerous than the unknown.</li> </ul>	<ul style="list-style-type: none"> <li>• Underestimating the difficulty of driving people from their comfort zones</li> <li>• Becoming paralyzed by risks</li> </ul>
Form a powerful guiding coalition	<ul style="list-style-type: none"> <li>• Assemble a group with shared commitment and enough power to lead the change effort.</li> <li>• Encourage them to work as a team outside the normal hierarchy.</li> </ul>	<ul style="list-style-type: none"> <li>• No prior experience in teamwork at the top</li> <li>• Relegating team leadership to an HR, quality, or strategic-planning executive rather than a senior line manager</li> </ul>
Create a vision	<ul style="list-style-type: none"> <li>• Create a vision to direct the change effort.</li> <li>• Develop strategies for realizing that vision.</li> </ul>	<ul style="list-style-type: none"> <li>• Presenting a vision that's too complicated or vague to be communicated in five minutes</li> </ul>

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# Process Improvement Project: Traditional



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# Alternative: Get everyone involved!!



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## Kotter's: Leading Change – 2.0

Communicate the vision	<ul style="list-style-type: none"> <li>Use every vehicle possible to communicate the new vision and strategies for achieving it.</li> <li>Teach new behaviors by the example of the guiding coalition.</li> </ul>	<ul style="list-style-type: none"> <li>Undercommunicating the vision</li> <li>Behaving in ways antithetical to the vision</li> </ul>
Empower others to act on the vision	<ul style="list-style-type: none"> <li>Remove or alter systems or structures undermining the vision.</li> <li>Encourage risk taking and nontraditional ideas, activities, and actions.</li> </ul>	<ul style="list-style-type: none"> <li>Failing to remove powerful individuals who resist the change effort</li> </ul>
Plan for and create short-term wins	<ul style="list-style-type: none"> <li>Define and engineer visible performance improvements.</li> <li>Recognize and reward employees contributing to those improvements.</li> </ul>	<ul style="list-style-type: none"> <li>Leaving short-term successes up to chance</li> <li>Failing to score successes early enough (12-24 months into the change effort)</li> </ul>

## Kotter's: Leading Change – 3.0 “Winning!”

Consolidate improvements and produce more change	<ul style="list-style-type: none"> <li>Use increased credibility from early wins to change systems, structures, and policies undermining the vision.</li> <li>Hire, promote, and develop employees who can implement the vision.</li> <li>Reinvigorate the change process with new projects and change agents.</li> </ul>	<ul style="list-style-type: none"> <li>Declaring victory too soon—with the first performance improvement</li> <li>Allowing resisters to convince “troops” that the war has been won</li> </ul>
Institutionalize new approaches	<ul style="list-style-type: none"> <li>Articulate connections between new behaviors and corporate success.</li> <li>Create leadership development and succession plans consistent with the new approach.</li> </ul>	<ul style="list-style-type: none"> <li>Not creating new social norms and shared values consistent with changes</li> <li>Promoting people into leadership positions who don't personify the new approach</li> </ul>



Thank you!



Questions?  
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