

## Tips to reduce information overload

When advancing multiple change initiatives at once, it's easy for important updates to get lost in the noise—and hard for physicians to digest the volume of information they receive. Refer to the tips below to keep the volume of change-related updates manageable, and make it easier for physicians to find the information that is most relevant to them.



### Select 3-6 frontline-facing metrics to track change

While you and your executive leadership team will likely keep track of additional metrics to assess how change initiatives are progressing, select only the most important subset of metrics to consistently share with physicians.

Motivating metrics to highlight for physicians should meet the following criteria:

- **Actionable** – rather than sharing a system-wide metric, display facility- or team-based metrics that physicians can more easily impact themselves
- **Frequently updated** – prioritize metrics that you can update on a daily or weekly basis, in order to demonstrate how physicians' efforts are advancing the change
- **Clear** – where possible, translate rate-based metrics (e.g. HAI rate) to absolute numbers (e.g. number of patients who acquired an infection in the unit) to make the impact of a metric as clear as possible.



### Track all frontline-facing change metrics on a single scorecard

Once you've selected a subset of metrics to keep top-of-mind for physicians, track them on a single, centralized scorecard that can serve as a one stop shop for your organization's change efforts.

- Keep the scorecard someplace that physicians will naturally see it, e.g., a physical copy posted on the walls of your facility, an electronic copy saved to your physician portal, or included in your regular physician newsletter.
- When adding new frontline-facing metrics to the scorecard, retire an existing one to keep the metrics you're showing physicians scoped to a digestible number.



### "Batch" all change-related communications in a single send

Rather than send individual updates for each active change initiative, send all change-related communications together, at the same day/time every week, and from the same sender, so physicians know when to expect updates and how to easily search for them.