



PREPARING HEALTHCARE ORGANIZATIONS FOR CHANGE: HOW TO SUCCEED

Riyadh, March 13, 2017: Change is difficult in any organization; in healthcare, it can be the greatest of challenges. 2030 eHealth and Beyond on 10 -11 April will examine the key success factors to adapting and succeeding to change.

According to the Harvard Business Review, 70% of all change initiatives fail. On 10-11 April, key healthcare leaders and change management experts will examine what practices need to be adopted by hospitals in the Kingdom to succeed in transformation.

Healthcare organizations like King Fahad Medical City, King Faisal Specialist Hospital and Research Center and King Khalid Eye Specialist Hospital will team up in active discussion to challenge leading consultants to guide Saudi hospitals in implementing healthcare transformation.

Khaled Al-Mobarak, The first Prosci Change Management Certified Trainer in the Middle will lead help lead the discussion of change management by sharing how Leadership, Communication & Resistance Management are the ingredients for successful Change. According to Mr. Al-Mobarak, "Based on Prosci® Best Practice Change Management Research of 18 years with more than 4500 participants worldwide that the number one obstacle to success for major change projects is ineffective sponsorship and that over 50% of sponsors are having moderate to low understanding of their role in managing the people side of the change and graded them as "average to poor" in terms of sponsorship activities."

Engineer Ahmed Barradah, the Chief Information Officer of King Fahad Medical City, commented that , "This is the perfect moment for a focus on change management. I am sure that the insights from this session will help equip Saudi Healthcare Organizations with the tools needed to start their successful change management programs."

2030 eHealth and Beyond Conference is Now Open.

Visit <https://www.himssmeconference.org> for more information.



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