



Solution

Engaging Providers in Your Cultural Transformation Journey



When those most impacted by change help shape it, transformation becomes not just possible—but



Introduction

If you're leading a cultural transformation and wondering how to meaningfully engage your providers, this solution is for you. Providers are not just participants in change—they are essential partners in shaping it. Their influence on team dynamics, patient experience, and organizational culture is unmatched. The strategies in this guide are designed to help you invite, equip, and support providers as leaders in your journey toward excellence.

Whether you're just starting or strengthening an existing effort, these practical approaches will help ensure your transformation is both impactful and sustainable. As much as providers are key drivers of transformation, they are also direct beneficiaries. A culture built on clarity, collaboration, and shared values improves not only the patient experience—but the provider experience, too.



What...

DOES IT MEAN TO ENGAGE PROVIDERS IN YOUR JOURNEY?

Involving providers in cultural transformation means recognizing them as key stakeholders and 'informal' leaders who influence the attitudes, behaviors, and overall culture of the organization. It requires:

- Encouraging their active participation in shaping a positive, patient-centered culture.
- Holding them accountable to behavioral and professional standards that align with the organization's mission.
- Providing opportunities for leadership development, communication, and collaboration.
- Aligning provider engagement with system-level goals and data to create shared accountability and purpose.
- Emphasizing the provider's unique role in modeling and championing desired behaviors and values.



Why...

DOES PROVIDER INVOLVEMENT MATTER?

Providers help to set the tone for the entire healthcare team. Their engagement in cultural transformation impacts:

- **Staff Morale & Engagement:** Providers influence how teams function, fostering a culture of trust, respect, and high performance.
- **Patient Experience & Safety:** Strong provider involvement in a healthy culture leads to better teamwork, improved communication, and enhanced patient outcomes.
- **Organizational Alignment & Success:** When providers are aligned with the organization's values, they help drive consistent excellence in care delivery and operations.
- **Sustainability of Change:** Transformation efforts only succeed when they become part of daily habits—and providers play a key role in ensuring these efforts take hold.
- **Clinician Well-Being:** Engaged providers contribute to an environment that supports resilience, reduces burnout, and enhances meaning in work.
- **Provider Experience & Fulfillment:** Engaging in cultural transformation isn't just about responsibility—it's also about reward. A stronger culture enhances day-to-day working conditions, strengthens teamwork, and reconnects providers with the joy and purpose of care.



How...

DO YOU ENGAGE PROVIDERS IN YOUR JOURNEY?

Define and Reinforce Expectations

- Integrate behavioral and professional standards into provider agreements and onboarding...proactively sharing standards of behavior, positive communication standards, and the like.
- During reappointment cycles, require providers to recommit to these standards.
- Ensure they understand their dual role as both clinical experts and cultural leaders within the organization.
- Link behavioral expectations to broader organizational goals and values to deepen provider ownership.

Create a Culture of Transparency and Communication

- Make cultural transformation a standing topic in medical staff meetings to show its importance.
- Regularly round with providers, giving them a voice in shaping solutions.
- Provide clear, data-driven feedback on patient and organizational outcomes.
- Use storytelling and shared successes to illustrate cultural progress and impact.



Offer Leadership Development Opportunities to Empower them as Change Agents

- Train providers in the core **Positive Communication Standards**—Listening, Managing Up, and Service Recovery. Incomplete or optional training leads to incomplete or optional results. Many providers want to contribute—equip them with the tools and clarity to do so.
- Include providers in training that defines **what great service looks like**. Many are naturally competitive—use that to your advantage. They may question patient experience or quality data at first, and that's okay. Keep showing the results, offer practical coaching, and make it personal. Be consistent, encouraging, and supportive.

Recognize and Celebrate Providers

- Acknowledge providers who exemplify collaboration, engagement, and positive leadership.
- Implement structured peer and leadership recognition programs to highlight provider contributions.
- Encourage provider involvement in leadership training to strengthen their ability to drive change.
- Celebrate role models who embody the organization's values and foster a learning culture.

Engage Providers in Solutions, Not Just Problems

- Involve providers in strategy development and problem-solving efforts rather than just presenting issues.
- Use their input to shape organizational initiatives, ensuring they feel valued and invested. Prioritize major initiatives to present at their standing meetings and ask them for input. These could include behavior standards, positive communications standards, or anything in-between.
- Offer leadership development opportunities to empower them as change agents.
- Build co-leadership models where providers partner with administrative leaders to drive change.



Hold Providers Accountable with Support and Development

- Implement ongoing feedback mechanisms, including structured coaching and evaluations.
- Reinforce positive behaviors through peer coaching and mentorship programs.
- Ensure consequences for non-compliance with behavioral and cultural expectations are clear and consistently applied.
- Provide timely support to providers navigating change, reinforcing a culture of continuous improvement.

Final Thoughts

Cultural transformation is not just a leadership initiative—it's an **organizational movement** that requires provider engagement at every level. By ensuring providers **understand their role, see the value, and are equipped to lead**, healthcare organizations can create a **sustainable culture of excellence**...partnering with their providers...leading to lasting change efforts.

