

BHCG Change Management Resources

Transforming employees into more active, knowledgeable consumers of health care



When change is needed, it's only natural to meet some resistance. However, by using a structured and proven approach, you can help prepare and support individuals through the process and lead them to adopt — and even embrace — change.

As you take steps to manage change at your organization, we've put together resources, tools and messaging to help you transform your employees into engaged and informed consumers of health care. These materials were created in partnership with UnitedHealthcare's Engagement Solutions team using proven change management strategies, available at **no additional cost** to BHCG member employers. Use these tools to help manage change at your organization — such as introducing tiered benefits or the UnitedHealth Premium® program, changing a health plan administrator or pharmacy benefits provider, or launching a new wellness program.

A proven approach to managing change

To help your organization effectively manage change, we've developed resources based on the Prosci® change management framework known as ADKAR. These resources are designed to help you move employees along the continuum of change — from creating awareness to building knowledge and helping them take action.

The following resources are available in the Change Management section of the BHCG Online Library:

- **Value story.** This introduction to change management helps inform your change management strategy, including details on the ADKAR framework and information on why managing change is so important.
- **Training.** To help you introduce and implement your change management strategy, we've put together a training module outlining how change management works and proven best practices.
- **Tools.** To help guide your change management strategy, a variety of tools are available to help connect change to business results, identify sponsors, gauge readiness and manage risk.
- **Messaging.** Introducing tiered benefits or the UnitedHealth Premium program? Our message platforms can help you communicate with key stakeholders, including leaders, managers and employees.

Make the most of your health care investment

Every individual and organization experiences change differently. Whatever challenges you face, these tools offer the structure and flexibility you need to navigate change and help you make the most of your health care investment.

