

Transforming  
Lives

# Strategic Development Group

February 11, 2020



# Agenda

1. CDE updates
2. Communication/Outreach
3. Organizational Change Management
4. Roundtable

# Recent Accomplishments

# Solutions Update

Recent Accomplishments	Upcoming Tasks
<ul style="list-style-type: none"><li>• Signed contract amendment with CDWA to cover the all of Washington</li><li>• Began design sessions with CDWA</li><li>• Finished fit/gap analysis sessions with DSHS Subject Matter Experts (SMEs) and CDWA</li><li>• Met with CDWA, SEIU 775, and the Benefits Group to discuss system interfaces</li></ul>	<ul style="list-style-type: none"><li>• Finalize CDWA project schedule for statewide implementation</li><li>• Integrate CDWA project schedule with DSHS tasks, interface partner tasks, and roll out plans</li><li>• Finish procurement close out activities</li></ul>

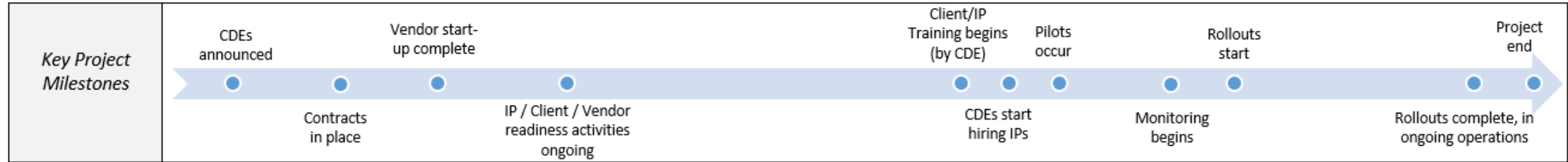
# Readiness Update

Recent Accomplishments	Upcoming Tasks
<ul style="list-style-type: none"><li>• Held the staff training kick-off meeting with Subject Matter Experts (SMEs)</li><li>• Started <b>Staff</b> readiness assessment #2</li></ul>	<ul style="list-style-type: none"><li>• Analyze results of <b>Staff</b> readiness assessment</li><li>• Update all transition plans based on finalized rollout schedule</li><li>• Print and distribute the informational brochure</li><li>• Onboard new team members</li></ul>

# CDE Project OCM: Building Awareness and Desire for the Change

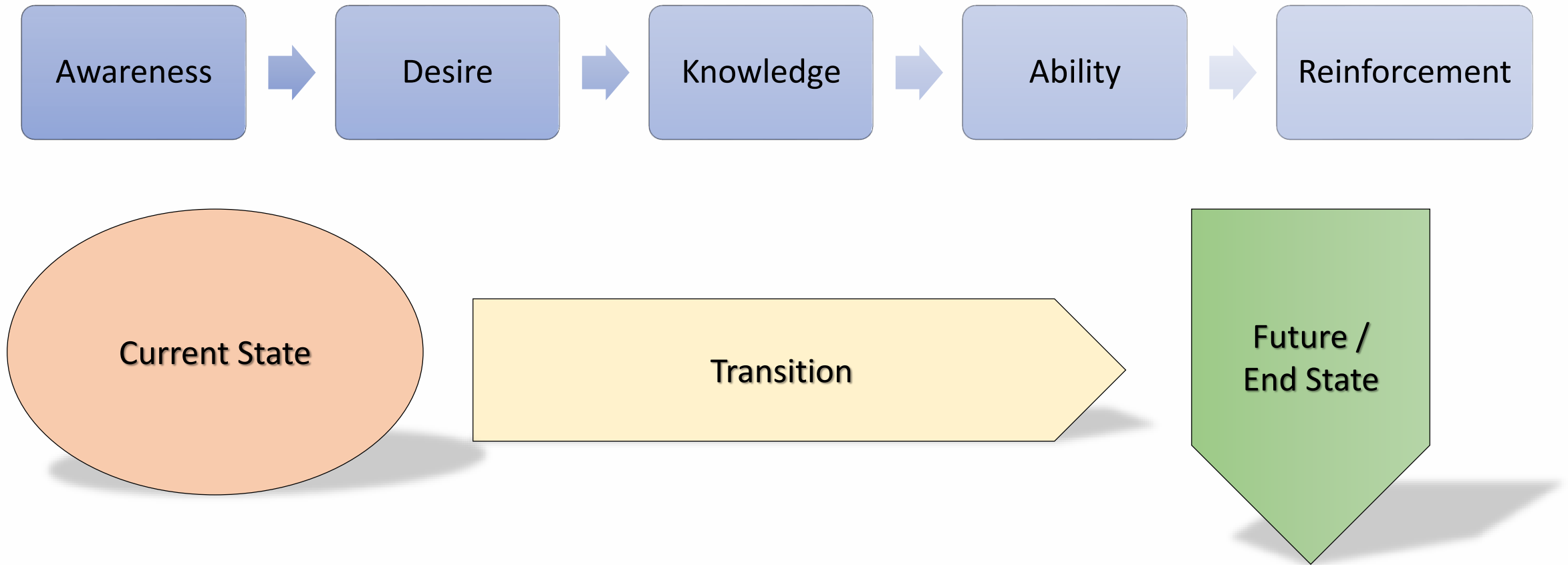
# Approach

CDE Project Client and Individual Provider Readiness Approach: Project and Field Key Activities by ADKAR® Stage



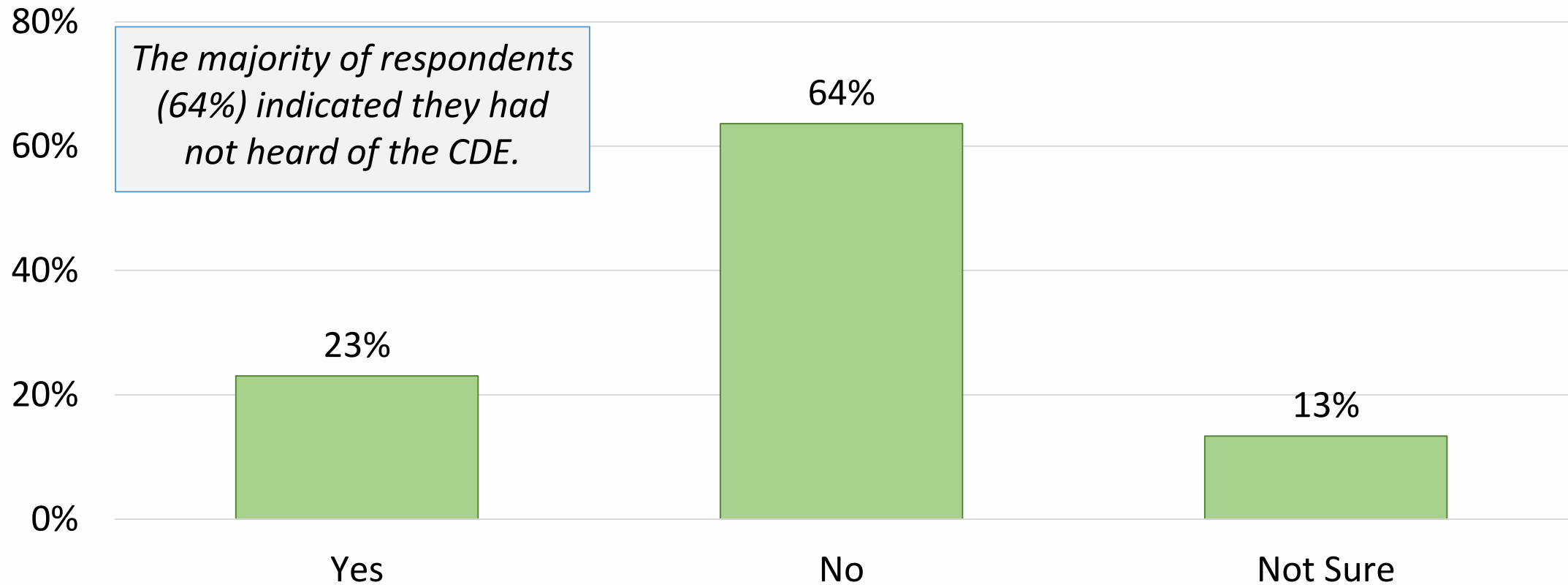
ADKAR® Stage	<u>A</u> wareness of the need for change	<u>D</u> esire to support the change	<u>K</u> nowledge of how to change	<u>A</u> bility to demonstrate skills and behaviors	<u>R</u> einforcement to make the change stick
Key Project Readiness Activities	<ul style="list-style-type: none"> <li>Communication: webinars, talking points, website, wellness education, etc.</li> <li>Listening sessions with IPs, clients and their families</li> <li>Establish stakeholder workgroups and meetings</li> <li>Give presentations</li> </ul>	<ul style="list-style-type: none"> <li>Continue awareness communications</li> <li>Ongoing stakeholder workgroups and meetings</li> <li>Listening sessions - Round 2</li> <li>Give presentations</li> <li>Distribute informational brochure to field and others</li> <li>Baseline external readiness assessment</li> </ul>	<ul style="list-style-type: none"> <li>Continue awareness communications</li> <li>Ongoing stakeholder workgroups and meetings</li> <li>Periodic external readiness assessment</li> <li>Execute training (vendors)</li> <li>Presentations and outreach activities</li> <li>Formal mailing notifications to clients and IPs</li> </ul>	<ul style="list-style-type: none"> <li>Continue awareness communications</li> <li>Identified needed follow-on training tools</li> <li>Ongoing stakeholder workgroups and meetings</li> <li>Presentations and outreach activities</li> <li>Perform Readiness Review</li> </ul>	<ul style="list-style-type: none"> <li>Continue communications</li> <li>Execute post-implementation support activities</li> <li>Post-implementation monitoring</li> <li>Full transition to operations and ongoing monitoring</li> <li>Close out project</li> </ul>
Key Field Actions	<ul style="list-style-type: none"> <li>Demonstrate commitment</li> <li>Share information with IPs, clients and their families</li> <li>Encourage client and IP participation in webinars</li> <li>Share outreach ideas with the project</li> </ul>	<ul style="list-style-type: none"> <li><u>A</u>wareness actions <i>plus</i></li> <li>Understand high-level project timeline</li> <li>Distribute informational brochure to IPs, clients and their families (in-person)</li> <li>Encourage IP / Client response to readiness assessments</li> </ul>	<ul style="list-style-type: none"> <li><u>D</u>esire actions <i>plus</i></li> <li>Understand how IPs and clients can access training and share info with them</li> <li>Understand the detailed communication protocols between CDEs, clients, IPs, and case managers</li> </ul>	<ul style="list-style-type: none"> <li><u>K</u>nowledge actions <i>plus</i></li> <li>Provide feedback about additional info / training needs for IPs or clients</li> <li>Understand changed processes and protocols</li> <li>Understand hiring and pilot process</li> <li>Encourage flexibility and creativity</li> <li>Learn post-implementation support process</li> </ul>	<ul style="list-style-type: none"> <li><u>A</u>bility actions <i>plus</i></li> <li>Adopt new processes</li> <li>Follow communication protocols and require IPs and clients do the same</li> <li>Follow post-implementation support process to report issues</li> <li>Share wins and struggles with project team and peers</li> </ul>

# ADKAR: A model for managing change



# From Readiness Assessment #1:

## Have awareness of the CDE project



# Creating Awareness of the CDE Change

## Completed:

- Informing Families video collaboration (spring 2018)
- Listening Sessions (summer 2018)
- DDA Community Summit (June 2019)
- SEIU Conference (Sept 2019)
- Wellness education (Nov 2019)
- IP Readiness Assessment #1 (Dec 2019)

## Ongoing:

- Tribal engagement
- Monthly webinars
- Website updates

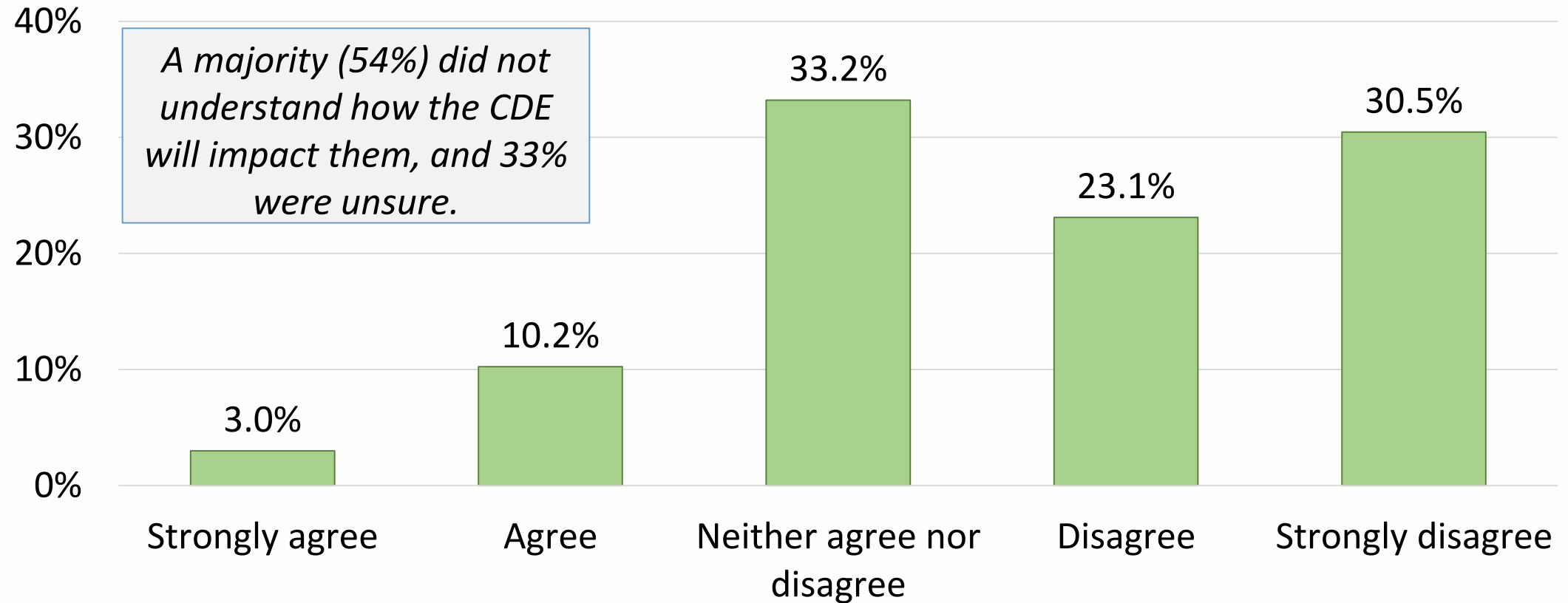
## Upcoming:

- Provide MRC awareness training



# From Readiness Assessment #1:

## Understanding of impacts



# Creating Desire to Support the CDE Change

## Spring 2020:

- Brochure distribution (and ongoing)

## Summer 2020:

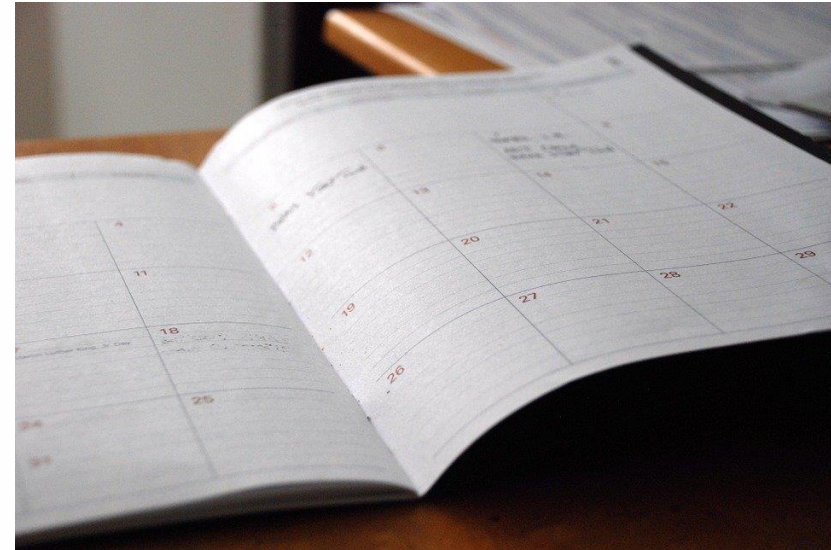
- DDA Community Summit (June)
- SEIU Conference (Sept)
- IP Readiness Assessment #2

## Fall 2020:

- Roadshow w/CDWA

## Monthly:

- Email invites to IPs about monthly webinars
- Website updates



# Creating Desire to Support the CDE Change



## To be determined:

- Informing Families video collaboration
- Wellness education newsletter
- Announcing IP training plans/opportunities
- Determining pilot participants
- Letter/email notifications

# Discussion:

## Communication/Outreach

# Roundtable

# Stay Connected

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<https://public.govdelivery.com/accounts/WADSHSDDA/subscribers/new>

**Visit the CDE website:** <https://www.dshs.wa.gov/altsa/cde>

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**Email the Project:**

[CDE@dshs.wa.gov](mailto:CDE@dshs.wa.gov)

