

Network Session Summary

Session Topic:	Engaging as a Leader with CII/CPAR
Session Date:	December 9, 2020
Session Hosts:	Dr. Heather La Borde & Dr. Janet Craig
Session Objectives:	<p>At the end of this webinar, learners will be able to:</p> <ul style="list-style-type: none"> • Apply elements of storytelling to engage others in CII/CPAR. • Explain how connecting CII/CPAR features with benefits is important in engagement. • Demonstrate the ability to address barriers to implementing change – specifically CII/CPAR adoption.

Recommended Resources:

- [ACTT website: CII/CPAR](#)
- [One Nail at a Time: Insights for Building Your Patient’s Medical Home podcast](#): episodes 15, 16 & 18
- [CII/CPAR](#): short videos addressing various aspects and barriers

Session Highlights & Themes:

According to Rogers’ diffusion of innovations theory, engaging the early majority is critical for adoption. Physician champions are typically ‘early adopters’ and that’s who the early majority listens to.

Our brains are wired to respond to stories. A good CII/CPAR engagement strategy is to tell your own story of CII/CPAR and how it has made a difference for you, your team, your patients or the system. You can also share someone else’s story (with permission).

We often share the features of an initiative like CII/CPAR and assume that the listener can connect to the benefits themselves. People often need help to see what’s in it for themselves, their teams, their patients or the system.

It’s human nature to be resistant to change – obstacles to participation are to be expected. As part of your engagement strategy, it’s important to be prepared to address ‘barriers’ like lack of time, political environment, competing priorities, PIA updates, EMR issues, etc.

Session Statistics

Total Physician Participants	North Zone Physician Participants	Edmonton Zone Physician Participants	Central Zone Physician Participants	Calgary Zone Physician Participants	South Zone Physician Participants	PCNs Represented
36	11	6	6	11	1	21