

## HEALTHCARE PROFESSIONALS FIND TWINTech ACADEMY'S WEBINAR ON 'COLLABORATIVE CHANGE MANAGEMENT IN HEALTHCARE' OUTSTANDING.

TwinTech Academy, Chennai in association with Chitkara University conducted a webinar on Collaborative Change Management in Healthcare on the 25th July 2020.

The session started a warm welcome note and the need for Collaborative Change Management in healthcare professional managers by **Shri. A. Mahalingam**, Managing Director of the institution, he thanked the participants for the response and confidence in the institution and wished them for a wonderful session.

Introducing the speaker **Shri. C. Vijaya Kumar**, a multi-disciplinary veteran, Mr. A Mahalingam highlighted his several qualifications, vast experience, commitment and passion that he brings on board, his accomplishments and his penchant for knowledge sharing.

**Mr. C. Vijaya Kumar**, in a power-packed presentation effectively drove home the following points:

- ▶ Excellence in healthcare is always a derivative of patient care and welfare and his delightful experience in a hospital.
- ▶ In this trying times of pandemic, there is not any aspect of life that has not been disrupted.
- ▶ Fighting fear has become as much a challenge as fighting the Covid 19.
- ▶ The what, how and why of Collaborative Change Management are to be determined by the individual, the hospital or the organisation and it is not a "one fix for all" solution.



- ▶ In a situation of changing behavior, high expectations of speed, protocol changes and critical need for altered layouts, equipment, resources, newer medical interventions and counseling methods have made collaborative actions a necessity than an option.
- ▶ Collaborative Change Management involved a higher level of self awareness, a willingness to support change and be the change one self.
- ▶ The need is to move from a situation of 'trust deficit' to 'trust surplus'.
- ▶ Collaborative Changes in various areas of knowledge, technological tools deployment and resource utilization and of course Research can ensure managing the paradigm shift that is evident in many industries, most importantly healthcare.
- ▶ The digital world is transforming the delivery system and models in healthcare industry.
- ▶ Hospitals and organisations have to necessarily raise the bar in their internal and external collaboration practices. That calls for a changed mind set at all levels.
- ▶ Governments, private and government hospitals, PSUs, pharma industry, transport, insurance and other service providers now have to collaborate with each other to bring about greater speed, effectiveness, quality healthcare at affordable cost. That would be the way forward, and probably the best way, to achieve top class customer (patient) care and ensure customer delight. It is not just knowledge but exercises and involvement that are vital.

The effectiveness of the program has been validated by the excellent feedback received from the participants.

The presentation slides and E-Certificate of Participation signed by both the University and Twintech Academy were sent to the participants in the next one hour after the webinar.



Organizer

**Mr. A. Mahalingam**

Director, TwinTech Academy, Chennai.

President, Association for Healthcare Management Professionals India (AHMP)

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# Voices from our delegates



Webinar structure is Very Good and an excellent Coordination. Quite useful insights for the times we live in. Quality healthcare delivery at affordable cost can be a topic of great import.

**Prof. R. Ramakrishnan**

Trainer - life skills / marketing / strategy / entrepreneurship / business communication | ramkanmani@gmail.com



Very Good Webinar and helpful. needs to be more descriptive for application too.

**Aurolipy**

HR Manager, IMS & Sum Hospital, Bhubaneswar, India | aurolipy@soa.ac.in



I heard the entire speech. It is an uphill task in India, given the competitive and secretive mind set of many hospitals. Moreover prescribing battery of investigations just to recover the cost of equipment breeds trust deficit. In olden days a doctor or a surgeon was able to diagnose by palpitation itself and he earned total trust of the patient. But today we are sceptical about any investigation. Hence communicate, console and counsel - becomes a norm. On the whole need of collaboration was well brought out. Congratulations.

**Dr. Richard Regis**

Professor, VIT University, Vellore



Excellent Webinar.

This is useful to all of us, not only for attendees, everybody needs to understand Collaborative change Management time to time.

**Seenivasan A S**

Independent Associate Practitioner, Herbalife International India Pvt.Ltd  
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Dear Sir, An excellent Program and nice speaker with highly knowledge on the subject and current COVID Situation too

**Sumit S. Yerawar**

Operation Theatre Head, KK Eye Hospital, Pune.



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