

Step 1: Start with the Why

People need reasons to change behaviour, fund or spend time on improving clinical practice. Take time to define why iCOPE digital screening is important and help people clearly understand what's in it for them and their patients. They will be more excited about making it happen.

Possibly the toughest part of leading change in clinical practice is generating enough excitement to inspire others to WANT to do things in a new way. Starting with the WHY (creating a case for change) can go a long way.

Simply put, a case for change is a concise collection of key points and evidence that can be easily communicated to demonstrate the reasons for change and create the desire to move toward a new future.

Your case for change will be your reference point when presenting or communicating to any group about iCOPE. This includes decision makers, other departments, and those who will start to screen digitally.

Once you have your case for change, decide on the most credible person/people to communicate the vision. It may be you, someone else or a combination of people. The key is that people hear the case from a trusted source.

QUICK TIPS:

- **Develop a brief, statement of the current problem.** Is screening currently happening routinely in line with guidelines? Are current practices taking too long to administer? Is scoring and clinical interpretation accurate? Are there cultural or language groups missing out? Are individual mental health screening outcomes routinely recorded in the medical file? Are screening rates and outcomes currently able to be monitored and evaluated across your service?
- **Present the opportunity.** Now that you've articulated how patients, clinicians, families, are impacted by current screening practices, contrast this with the opportunity. How does evolving practice fit within performance and/or digital health priorities? How does iCOPE allow you to do what you can't do now?
- **Add evidence to increase appeal.** Quantitative and qualitative data can enhance your story. For example, research has shown 29% error rates in manually calculating EPDS scores alone - iCOPE is 100% accurate. Qualitative studies also highlight the benefits of iCOPE for patients by providing them with a more private, safe space for screening.
- **Establish a sense of urgency.** While often overlooked, if you don't help people understand *why* it's important to do something about this now, you'll leave room for people to suggest "we can wait until next year to do this." This Commonwealth funding is a unique, time-limited opportunity to enable digital screening to be funded. Your service can be a leader!
- **Tailor your language, evidence and arguments for each group.** Put yourself in the shoes of those you need to support you and consider 'What's in it for THEM'. When speaking to Department Heads, your case might be more heavily weighted to how iCOPE aligns to clinical priorities, efficiencies or performance requirements. Front line health workers might be more interested in knowing digital screening saves them time and provides them with clinical guidance and reduces paperwork.

SOME STRONG REASONS FOR IMPLEMENTING ICOPE:

- ❖ Facilitates routine screening in line with the National Perinatal Mental Health Guideline
- ❖ Saves time compared to paper (4-6 minutes) and can be completed in waiting room or at home
- ❖ Scores instantly calculated with 100% accuracy
- ❖ Clinical reports explain screening outcomes and provide clinical guidance
- ❖ Clinical reports can be integrated into health record systems and shared with other providers
- ❖ Patients are empowered with information relating to their own screening outcomes in their own language
- ❖ Non-English-speaking clients (who often miss out) can also be offered screening
- ❖ This is a unique opportunity to leverage Commonwealth funding to fund screening

Worksheet- Case for Change

A template for making your Case for Change.



Develop a brief, initial statement of the problem that will capture people's interest. How are patients and clinicians affected? Remember to be clear, focused and specific.

What is your evidence?

What is the solution? What will be different in the future? What will improve? What people will be able to do that they can't do now. Remember to use language that means something to your audience (not just to you).

What is your evidence?

Create a sense of urgency. Why do you need to change this now?

Put it all together and ask yourself:

- Do I need to tailor this slightly for different groups?
- Who will communicate this case for change to each of the specific groups of people who need to support the change?