

# Young Surgeons Session

New Arenas for Achieving Change



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An A-Mazing Way to Deal with Change  
in Your Work and in Your Life

# Who Moved My Cheese?

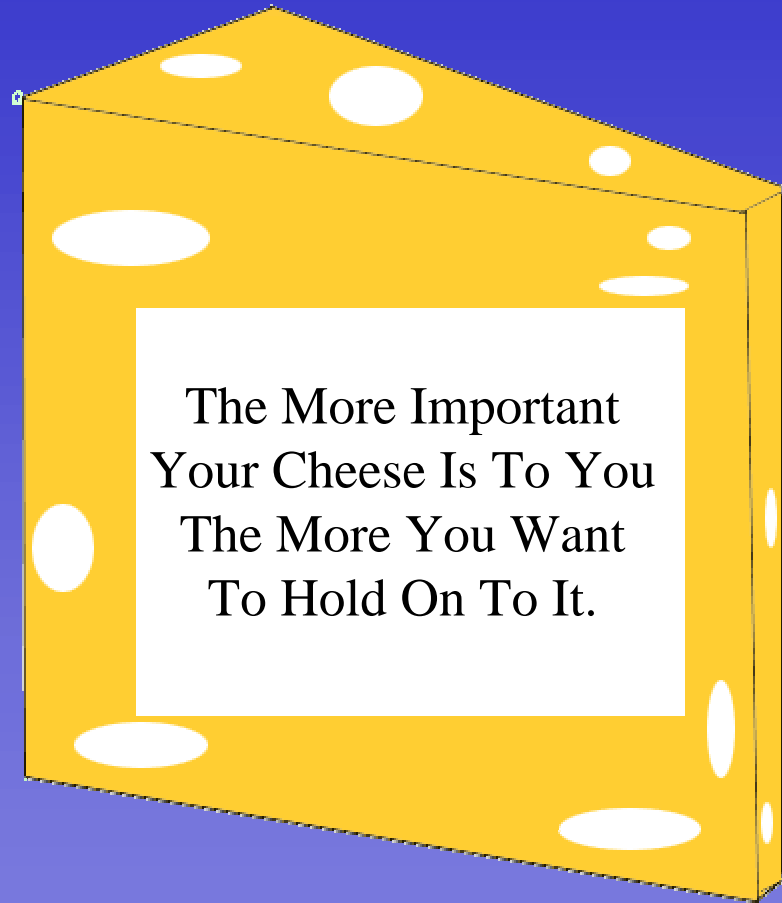
**Spencer Johnson, M.D.**

Foreword by Kenneth Blanchard, Ph.D.

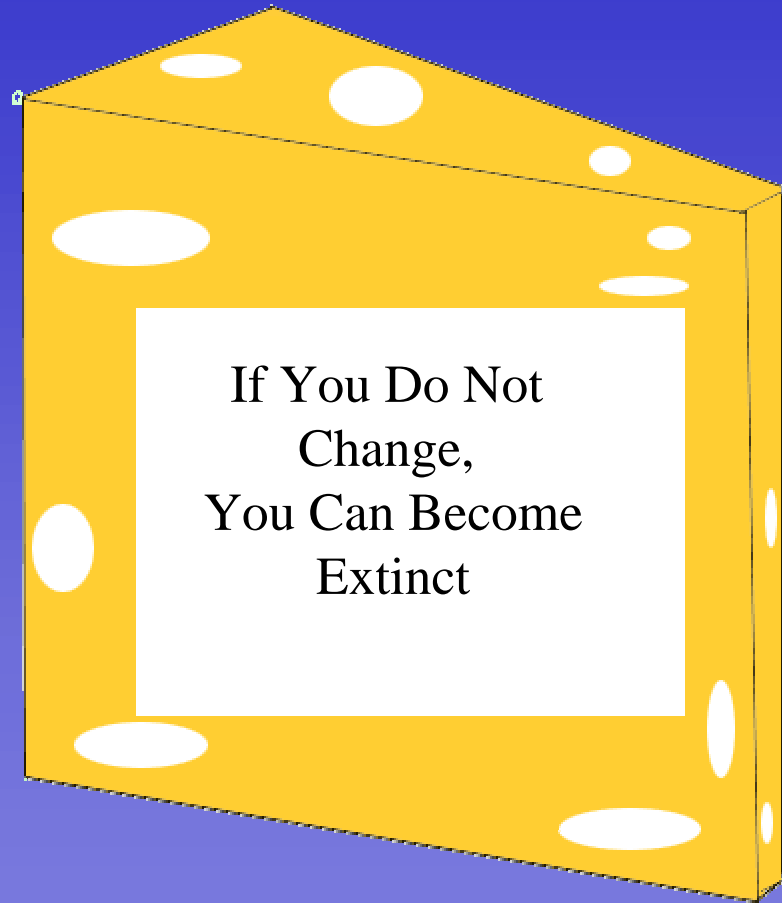
Co-Authors of **The One Minute Manager**

The World's Most Popular Management Method

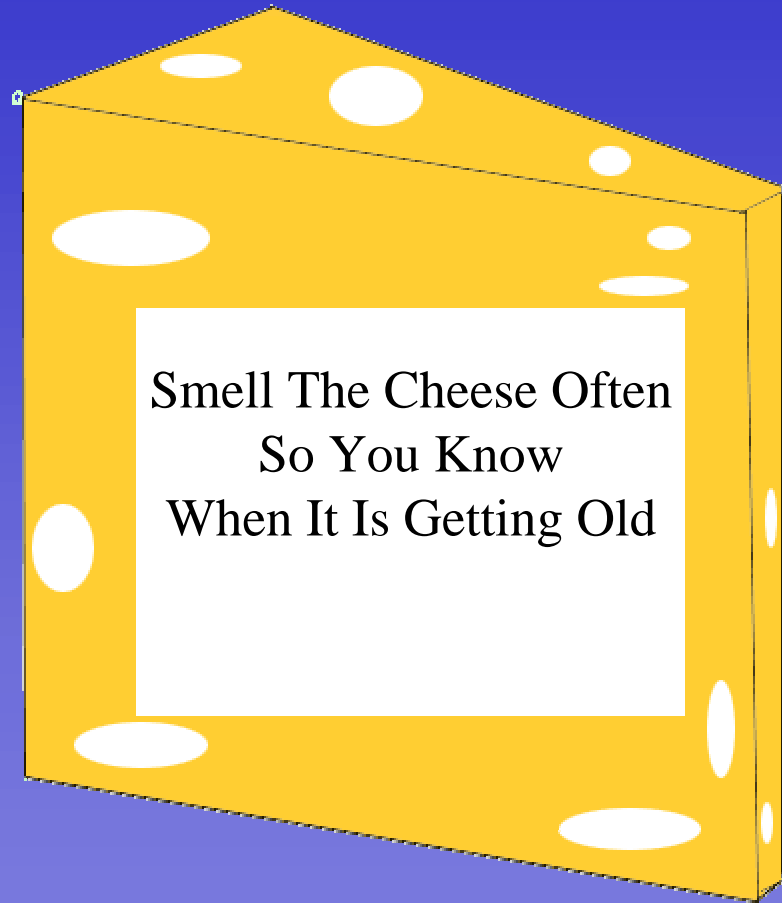




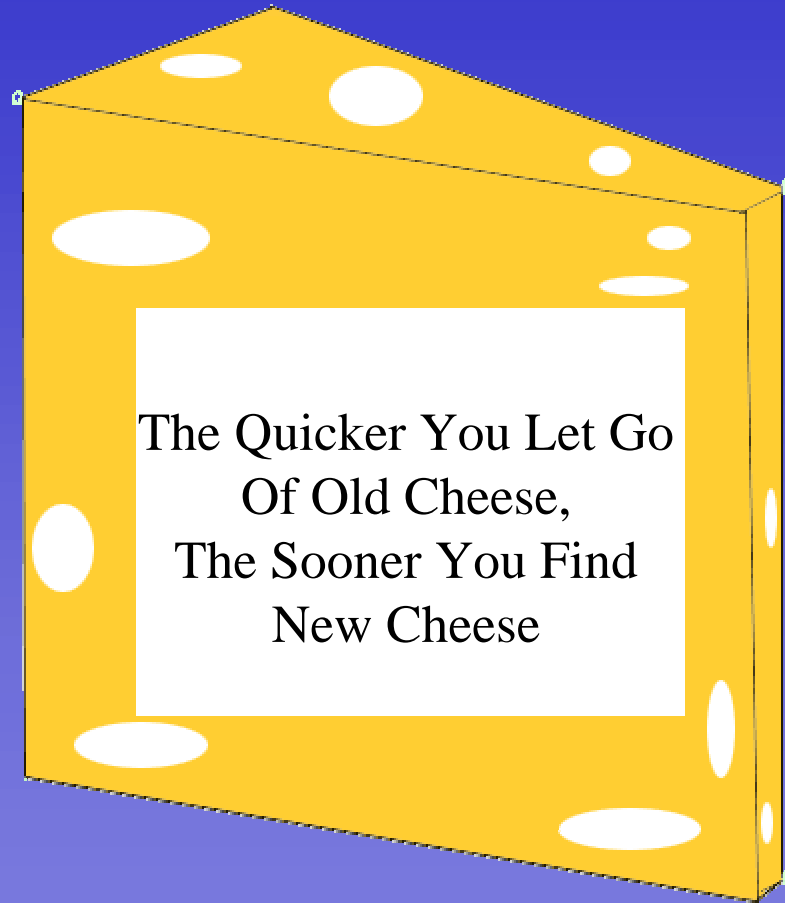
The More Important  
Your Cheese Is To You  
The More You Want  
To Hold On To It.



If You Do Not  
Change,  
You Can Become  
Extinct



Smell The Cheese Often  
So You Know  
When It Is Getting Old



The Quicker You Let Go  
Of Old Cheese,  
The Sooner You Find  
New Cheese



Old Beliefs  
Do Not Lead You  
To New Cheese

NATIONAL BESTSELLER

*The*

WITH A NEW  
AFTERWORD BY  
THE AUTHOR

TIPPING POINT

*How Little Things Can  
Make a Big Difference*



MALCOLM  
GLADWELL

*"A fascinating book that makes you see the world  
in a different way." —FORTUNE*



# Evolution in Surgical Care

- Concept of diseases and the role of Surgery
- Technology
- Blurring of interface between surgery and other specialties
- Blending of skills to offer options
- Further specialization
- Relations between patients, providers & payors



# Evolution in Surgical Care (continued)

- Inpatient to outpatient care
- Invasive to minimally invasive
- Training programs and how to train for future
- Health system changes



# Evolution in Health Care System

- Employer-based Health Care - (1950)
- Medicare and HCFA - (1965)
- Available - U.C.R. - Revenue
- Health Maintenance Act - (1973)
- Prospective Payment System - (1983)
- Managed Care



# Evolution in Health Care System (continued)

- O.B.R.A. and RBRVS - (1989)
- Prospective Physician Payment - (1992)
- Volume Outcome Studies
- Legislative and Regulatory Intrusion
- Lawsuits and Professional Liability
- Accountability and Quality Issues
- Health Care Systems Problems



# Redesign of Health Care System

- Collaborative care and coordination
- Patient safety and error reduction
- Remove waste
- Patient involvement
- Automated Medical Record
- Web-based Care



# Redesign of Health Care System (con't.)

- Pay for expected outcomes
- Reimburse for Preventive services
- Professional Liability Reform
- Access for all and choice



# Cultural Changes

- Patient
  - Professional service
  - Individual care
  - Art of medicine
  - Individual
  - Profession
- 
- Client, consumer
  - Commercial venture
  - More lives, volume
  - Industrial standards
  - Team based, systems approach
  - Corporatization



# Cultural Changes (con't.)

- **Process** → • **Outcomes**
- **Placement of blame on individuals for adverse outcomes** → • **Recognition of the role of systems in adverse outcomes**
- **Concept of recertification** → • **Concept of maintenance of certification**
- **Able, Affable, Available** • **6 Core Competencies**



# ACS - Changes

- Inclusivity
- Advocacy
- Evidence-Based Medicine
- Education and Training
- Relations with Industry
- Safety and Quality Improvement



# Surgeon Need To Change

- Disease specific vs. specialty specific
- Learn new skills
- Continued professional development
- Outcomes
- Non surgical skills



- Ways to achieve change
- Obstacles to change
- Need for vision
- Focus on accomplishable change