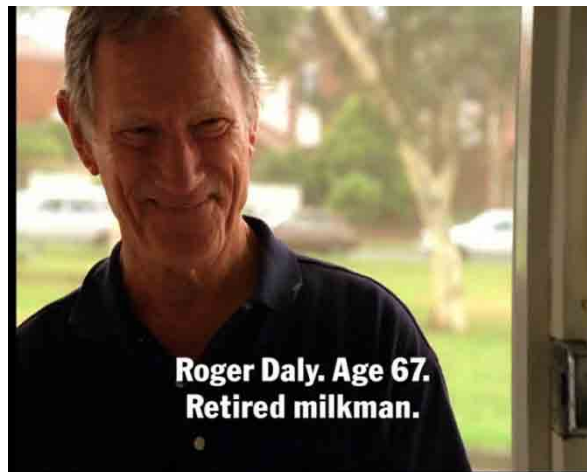


essence.

Are patients ready for
innovation?

Penny Burke

23 February, 2010

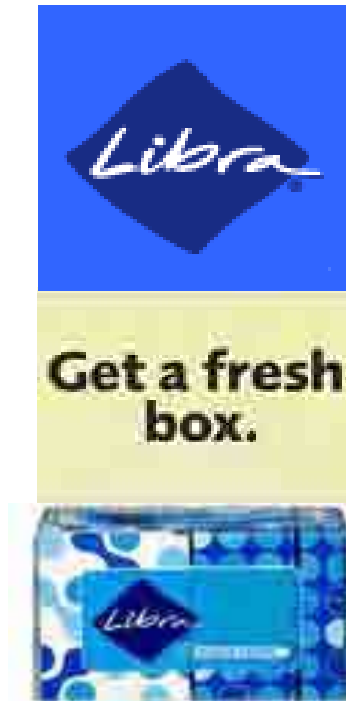






PICTURE COURTESY OF Ecorecycle Victoria







Whether you're a folder or a scruncher
it's still Australia's favourite.



NURSE-ON-CALL
1300 60 60 24

Expert health advice 24 hours a day

A Victorian Government Initiative





6 Key Assumptions

ASSUMPTION 1.

People are uneducated and
WANT new ways to be treated

REALITY

People don't like change and
they certainly don't want
'experimental treatment'

ASSUMPTION 2.

People don't know the facts

REALITY

People know **THEIR** facts

ASSUMPTION 3.

People want the right/real facts

REALITY

People will dismiss facts that are in conflict with their beliefs

ASSUMPTION 4.

If only people knew 'x' they
would behave 'y'

REALITY

Knowledge does not guarantee
behaviour

ASSUMPTION 5.

When it comes to their health,
people will embrace innovation

REALITY

Some people will embrace
innovation – many others hold
ever more tightly to the old ways

ASSUMPTION 6.

People believe what we tell
them

REALITY

People decide with their hearts
not their minds

Communication

We have an obligation to communicate. Here, we take the time to talk with one another and to listen. We believe that information is meant to move and that information moves people

Respect

We treat others as we would like to be treated ourselves. We do not tolerate abusive or disrespectful treatment

Integrity

We work with our customers and prospects openly, honestly and sincerely. When we say we will do something, we will do it. When we say we cannot or will not do something, then we won't do it

Excellence

We are satisfied with nothing less than the very best in everything we do. We will continue to raise the bar for everything we do. We will have fun discovering just how good we can be.

Implications...



Put yourself in their shoes

essence.



Emotional confidence is more
important than rational knowledge

essence.



Not everyone wants the journey

essence.

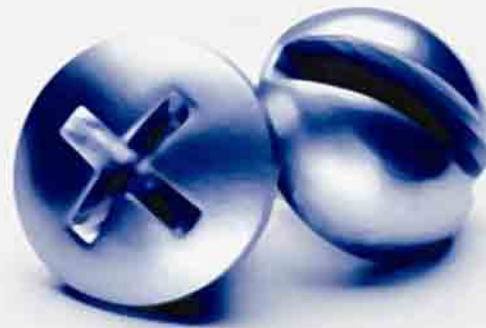


It's not about you!

essence.

Forced Focus

[the essence of attracting and retaining the best people]



Penny Burke

Thank you