



Department of Family Medicine

Presents:

Uncovering the Hidden Aspects of Change Implementation in Primary Care

With:

Dr. Georges Potworowski, PhD.
**Assistant Professor, Health Policy, Management, &
Behavior. University at Albany – SUNY**

Change implementation efforts in primary care fail at an alarming rate. Often, these failures are a result of focusing on the more visible aspects of a change effort, while not adequately addressing its social, cognitive, and informational aspects. Dr. Potworowski will present recent work that used Cognitive Task Analysis (CTA) techniques and concepts to understand these more hidden, but critical aspects of change implementation in primary care.

Monday March 17, 2014

From: 12:00-1:30 p.m.

Department of Family Medicine

5858 ch. de la Côte-des-Neiges, 3rd floor, suite 300

BRING YOUR LUNCH! There will be light refreshments.

Please RSVP to research.fammed@mcgill.ca or (514) 399-9109

There is no parking on site and parking is limited in the area.

Taxis and public transport are advised.

More details:

Dr. Georges Potworowski is a cognitive psychologist who studies how individuals, teams, and organizations can, and do, improve their sub-optimal decision-making and professional practices. He takes an inter-disciplinary and multi-method approach to understanding three challenges in healthcare: 1) Evidence-based management, 2) Implementing change, including developing the capacity for change, 3) Indecisiveness and its implications for organizations and policy. He received his PhD from the University of Michigan, where he did a post-doc in Family Medicine studying PCMH transformation. Dr. Potworowski is currently Assistant Professor of Health Policy, Management, and Behavior at the University at Albany - SUNY.

Cannot make the seminar physically, but would like to attend? Contact research.fammed@mcgill.ca to inquire about other options.