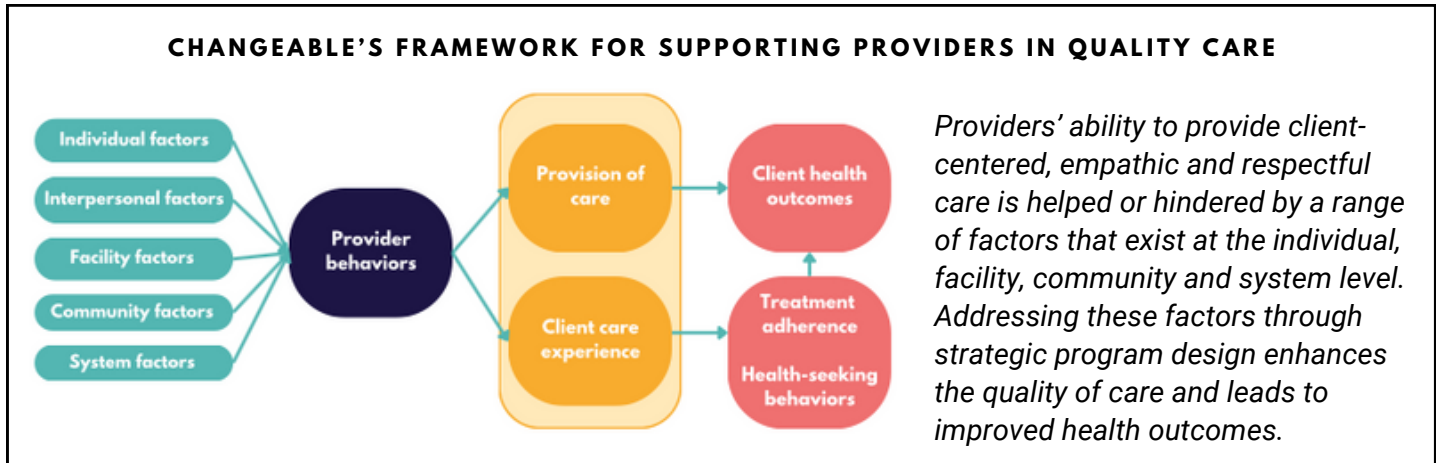


## ENHANCING PROVIDER EMPATHY, MOTIVATION, AND PERFORMANCE

At Changeable, we believe that providers and clients should work together to ensure that a clinical encounter is both effective AND empowering. To achieve this goal, we work with our partners to design and implement evidence-based interventions that enhance providers' motivation and performance with the ultimate aim of improving the client experience and health outcomes.



### WHY PARTNER WITH CHANGEABLE TO STRENGTHEN PROVIDER PERFORMANCE AND IMPROVE CLIENT EXPERIENCE?

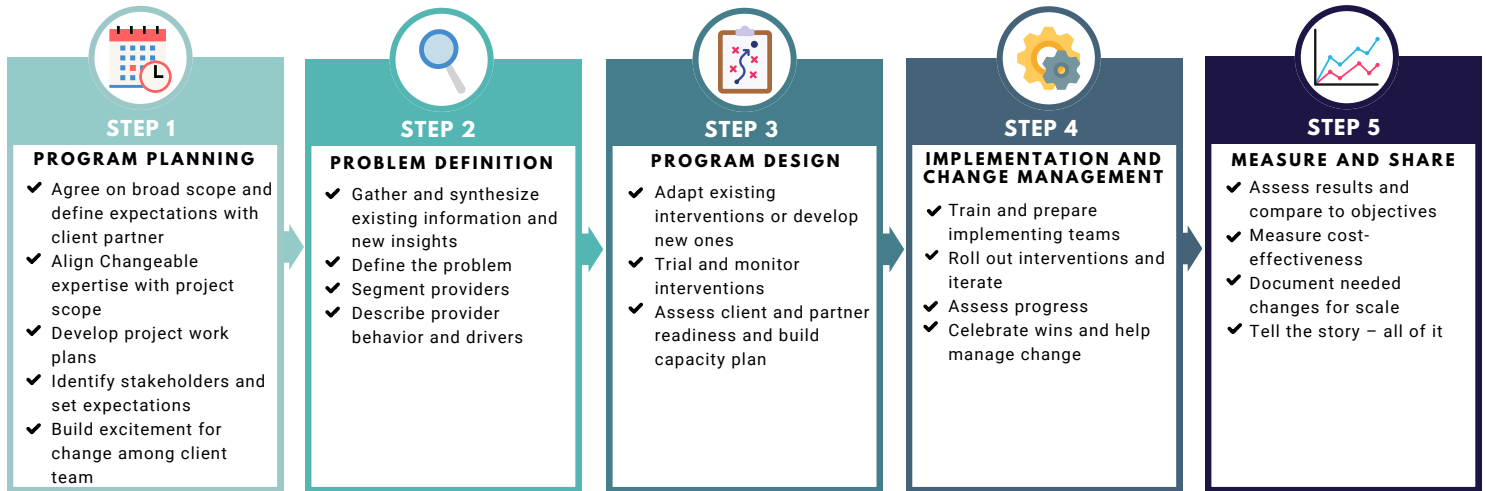
- **We believe providers are complex people too.** We always start by gathering rich insight about providers themselves to understand their current behaviors beyond knowledge and skill and the relevant reasons why they work the way they do. This includes their beliefs, values and concerns, the facility environment and operating environment, community related factors and the unique reality of the larger health system they work within.
- **We focus not just on what needs to be done, but how to do it.** Changeable supports our partners on their journey from strategic design to roll-out, monitoring, and continuous quality improvement. With a focus on 'learning by doing,' we strengthen capacity in ways that integrate coaching, mentoring and other adult learning approaches.
- **We bring together behavior change expertise with a deep understanding of health service delivery.** Building upon quality improvement principles, Changeable works with providers to design solutions that respond directly to felt needs and complement existing health system processes and structures.
- **We mainstream the principles of change management in everything we do.** Our team members use proven tools to help clients identify institutional and motivational factors that impede performance, and embrace new ways of working.

### HOW WE CAN HELP

- Systematically identifying provider and health systems factors that influence client satisfaction and behavior
- Strategically designing interventions to address common provider-side challenges, including stigma and discrimination, failure to adhere to clinical protocol, and sub-optimal workflow and team performance
- Recruiting and supporting behavior change-focused staff and teams
- Assessing project performance and designing performance improvement strategies
- Assessing available data sources and providing guidance on research, monitoring, and evaluation design
- Identifying and developing knowledge management and capacity strengthening resources specific to behavior change and health service delivery

## OUR PROCESS

Changeable employs a systematic, 5-step process to support its partners in project planning, problem definition, designing, implementing, and measuring provider-focused behavior change interventions. We draw upon social and behavior change, behavioral science, quality improvement and change management processes to clearly define the behavioral challenge at hand; generate and test solutions with stakeholders; and support high quality, data-driven implementation.



### Across all phases of this process, Changeable prioritizes:

- Keeping language, concepts, and tools simple and resonant
- Building upon (not creating) proven and promising approaches to maximize efficiency, and
- Using participatory methods to leverage the strengths of individuals and organizations as a source of inspiration.

## OUR SUCCESSES

- **Strengthening client education for nutrition by community health workers in Tajikistan:** We developed monitoring tools for community health worker supervisors, which reinforced desired provider behaviors in infant and young child nutrition services. (Client: Abt)
- **Supporting Nigerian providers in offering pre-exposure prophylaxis (PrEP) to adolescent girls and young women:** We used human-centered design to develop a package of provider resources, including a client-provider pledge and provider job aides. (Client: Jhpiego, MGH)
- **Improving uptake of HIV testing and treatment among Nigerian men:** As part of a broader, social media-driven effort, we established a new program to offer tailored virtual counseling and referral to men. (Client: Nigeria-RISE, MGH)
- **Enhancing the interpersonal communication skills of Ghanaian providers to reduce COVID vaccine hesitancy:** Drawing upon principles of motivational interviewing, we developed tools to help providers understand and counsel their clients during community-based vaccination campaigns. (Client: Ghana-RISE, MGH)

## OUR TEAM

Changeable's team includes consultants who are expert in behavior change, participatory design, quality improvement, capacity strengthening, change management and health systems strengthening. Together, we have more than 100 years' of experience working in 30+ countries in East, West, Southern Africa, Central and Southeast Asia and Central America.

**CHANGEABLE**

## CODES AND CERTIFICATIONS



**NAICS Codes:** 541611, 541613, 541720, 541618, 541690, 541990, 611430  
**DUNS Number:** 080945989  
**UEI Number:** W1KBJN5MTHD3  
**CAGE Code:** 8CVS7

## CONTACT US

- | [www.changeableworld.com](http://www.changeableworld.com)
- | [www.linkedin.com/company/changeable-llc](http://www.linkedin.com/company/changeable-llc)
- | [info@changeableworld.com](mailto:info@changeableworld.com)