

## **SCENARIO FOUR**

### **BAINBRIDGE'S ORGANIZATIONAL CHANGE MODEL**

**DESIGN -----DEFINITION -----DEVELOPMENT -----DISMANTLING-----DEPLOYMENT**

#### **CASE STUDY:**

Sunny Valley, a mid-sized rural town, has decided to change one of their three existing traditional health clinics to a nurse-run centre. Two Masters prepared Clinical Nurse Specialists and a PhD prepared Director will run the clinic, with the support of five local RNs. Town Council makes a global announcement about their plan, which causes an outcry of protest, distrust and confusion from physicians and other practitioners at the other two clinics, as well as 40 per cent of the town folk. Common concerns focus on doubts about competency, infringement on professional territory, and potential loss of revenue and funding. The Town Council are firm in their conviction that the nurse-run centre will promote client-centered care, and a more holistic approach to health within Sunny Valley, so they respond by planning a campaign to win people's trust and openness to the new centre. Create a visual model and “story” on how Bainbridge's Organizational Change Model can be applied to successfully implement this change. Explain the role of nurses in this scenario.