



MALNUTRITION ACTION PLAN

A nutrition leader's guide to taking QI projects from opportunity to approval

junum



“Hi, I'm Molly, a dietitian who has helped nutrition leaders get results in 90 days, while they used to spend 4+ years trying to get IT approval.”

The Problem:

New processes and technology can greatly benefit nutrition departments — but hospital approval processes can be long and frustrating.

The Solution:

Strategic support that makes it easier to communicate with, provide data to, and get approval from hospital management.

My Commitment:

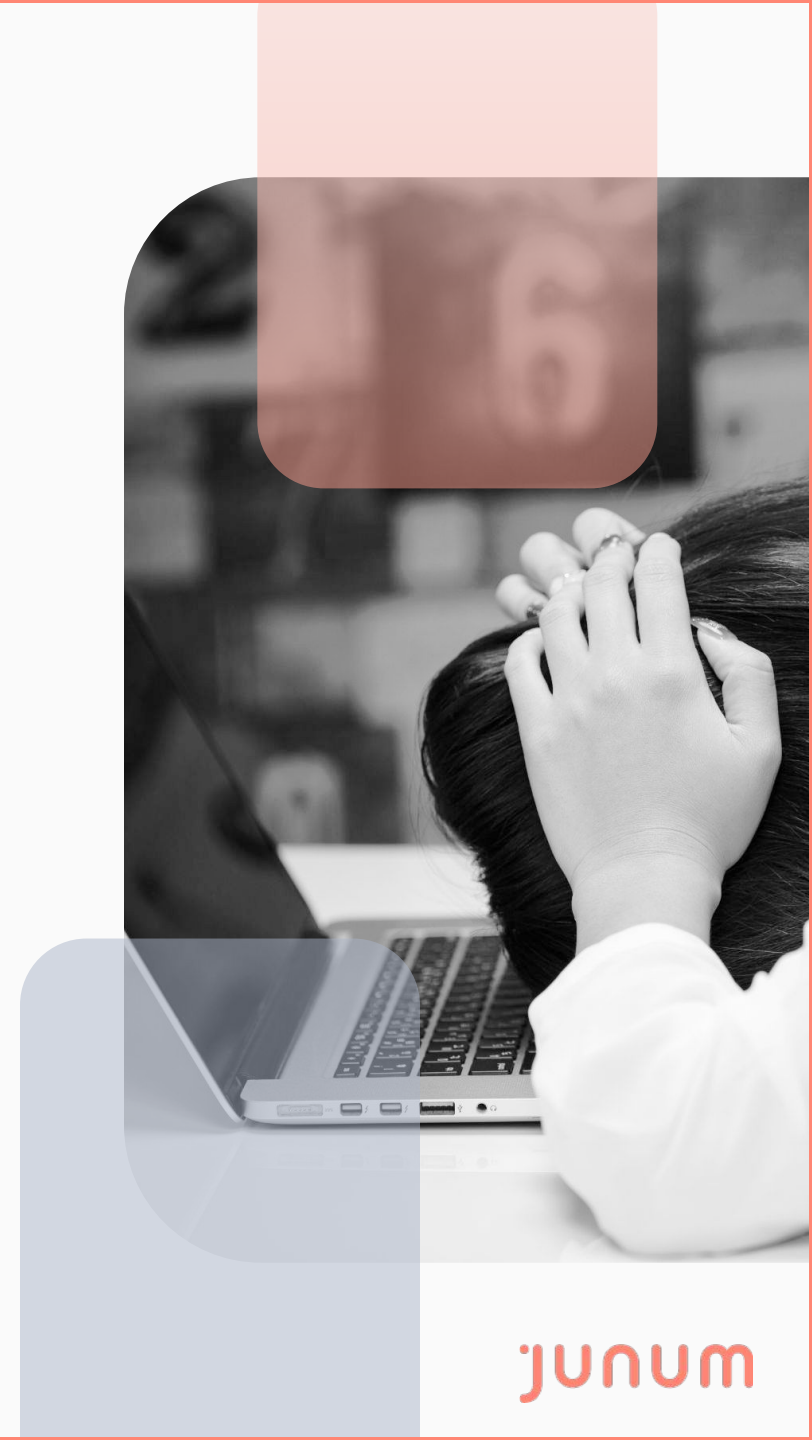
I understand your challenges and commit to working alongside you to deliver better nutrition outcomes.

Impact I've Created:

I have helped hospitals like Ochsner revitalize their malnutrition care, attributing \$2M+ new revenue to dietitians.

You are faced with complicated hospital approval pathways — making it frustrating to introduce new processes and technology that are essential to improving nutrition care.

This leaves many nutrition departments behind as technology and processes continue to evolve.



CURRENT STATE

In addition to your already heavy workload, the burden of getting approval for nutrition care initiatives falls on you.

To get this approval, you must show the project's ROI, support it with data, get approval for budget, and train everyone across multiple departments.

When all is said and done, implementing high-quality projects can take hundreds of hours — adding up to months or even years.

THAT'S A LOT OF STEPS!



REAL WORLD EXAMPLES

FROM TWO US HEALTH SYSTEMS

To get approval for a new technology for the health system, nutrition leaders requested support for:

- Calculating clinical and economic outcomes that illustrate the value of the new technology but are tedious to calculate
- Developing communications strategies and content tailored to the needs of specific stakeholders

Imagine A Brighter Future

... where you have what you need to get approval for processes and technologies that will help your patients

... where you are backed by a team of experts through every step of the approval process — and beyond

... where you are prepared with case studies, data and strategies to communicate your project's value to leadership and secure budget approval



Intuitive tools for dietitians built into existing EHRs and outlining clinical guidelines



Tools that consolidate critical patient information with visual aids that instantly convey the patient's nutrition story to physicians



Analytics that prove the results that CNMs / dietitians are producing for hospitals

3 Steps to Gain Organizational Support for Your Projects

1 Get Stakeholder Buy-in

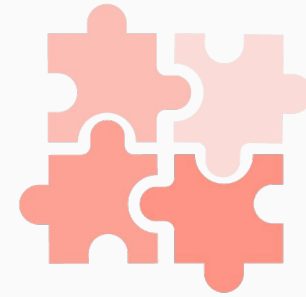
- Identify key decision makers and influencers; research their priorities, motivations and concerns
- Quantify the current problem/opportunity, modeling the financial, operational, cultural and clinical ROI implications
- Customize data and messaging for each audience, and align your business case with strategic organizational goals

2 Plot Agile Implementation Roadmap

- Outline detailed project plan and key milestones — assigning cross-functional roles and responsibilities to key individuals
- Incorporate feedback loops, flexibility and continuous improvement protocols
- Plan regular communications and change management practices
- Launch pilot initiatives to demonstrate incremental value

3 Implement and Optimize

- Train users and gather feedback on usage
- Define and measure KPIs to track clinical, financial, operational and cultural performance upgrades
- Generate relevant reports and present them to key stakeholders



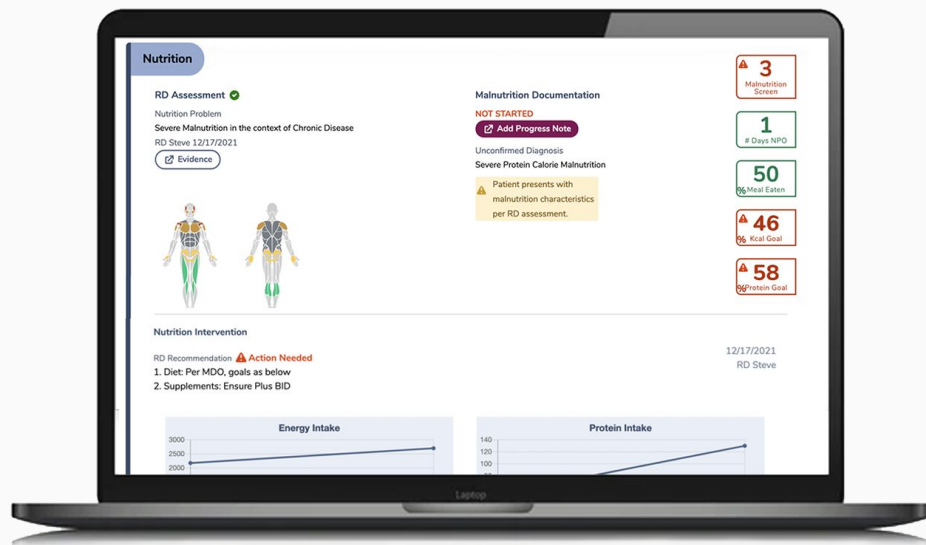
SUPPORTING SKILLS CHECKLIST

Honing skills like these can go a long way in helping your team communicate effectively with leadership and cross-functional stakeholders:

- Clinical decision support
- Project & change management
- Relationship building
- Presentation & influence
- Data analysis
- IT collaboration

We're Here to Help

Let's take your malnutrition project from opportunity to approval.



We support your efforts to get real results in:

- Identifying key stakeholders and tailoring communications
- Creating ROI projections and personalized business cases
- Understanding key stages for implementing MalnutritionCDS™ solution

Ready to see the value we can help bring to all your key stakeholders with a **customized malnutrition action plan**? Click below!

FREE EXPERT ANALYSIS

The background of the slide features a faded image of a person with short dark hair, wearing round glasses and a light blue surgical mask. The person is looking slightly to the right. The background is a solid blue color with a pattern of white hexagonal icons. These icons include a heart rate line, a molecular structure, a plus sign, a heart, a syringe, a pill, a computer monitor, a shield, a building, a flask, and a cross.

Thank You



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