

Identify Champions

The table below comes from the article **The Role of the Champion in Primary Care Change Efforts**.¹ In this article, Shaw et al. analyzed qualitative data from eight practices to assess the role of champions to implement positive healthcare changes. Through their research, the authors identified two types of change champions needed to implement and sustain healthcare improvements:

- **Project champions** – those associated with a specific project
- **Organization champions** – those leading change for an entire organization

Table 1 highlights the distinguishing characteristics of both champion types.

Table 1. Distinguishing Features of Project & Organizational Change Champions

Project Champion	Organizational Change Champion
Has or is given authority to drive forward a project-based innovation	Has authority to cultivate an environment for ongoing practice improvement/organization learning
Effectively communicates the purpose and scope of work for the project-based innovation	Has a clear vision for the larger organization, and effectively communicates how the project-based innovation fits into that vision
Time-delimited role as established by the project	Ongoing role
Actively and enthusiastically promotes a project-based innovation	Actively and enthusiastically promotes both the specific project as well as ongoing practice improvement
Mobilizes resources (internal/external) for a project-based innovation	Mobilizes resources (internal/external) for ongoing practice improvement
Navigates the socio-political environment for a project-based innovation	Navigates the socio-political environment for ongoing practice improvement
Provides leadership for a project-based innovation	Provides leadership for ongoing practice improvement

¹Shaw et al., 2012, The Role of the Champion in Primary Care Change Efforts. J Am Board Fam Med, 25(5):676-685.