



**COMMON GROUND
WEBINAR SERIES**

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KEY TAKEAWAYS DOCUMENT



Common Ground Webinar Series

Theme: Overcoming the pandemic/Crisis management

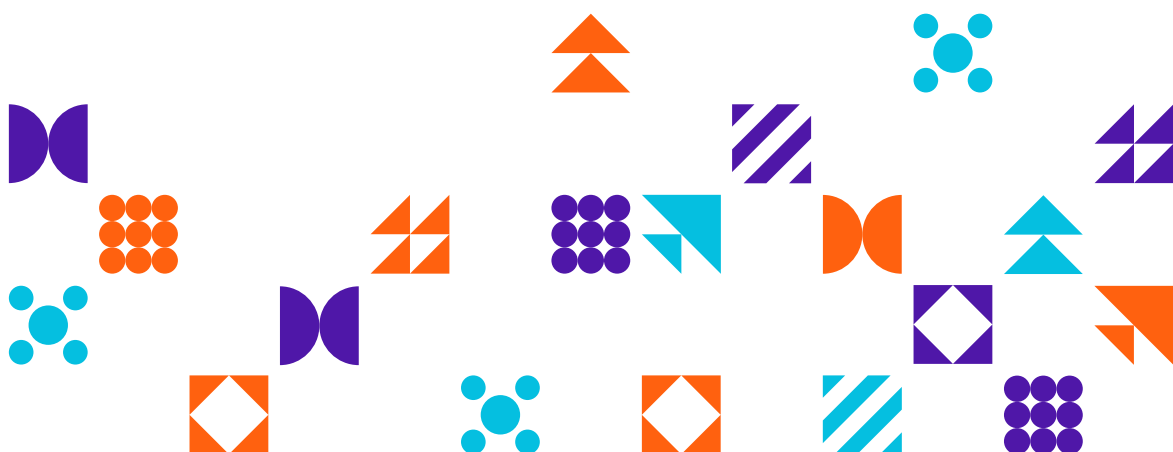
SEASON 1 | EPISODE 3

FEATURED SPEAKER



Dr. Deepa Bhide, PMP

Vice President,
Clinical Content Management, Cotiviti



Session: Application of project management principles in crisis management



Dr. Deepa Bhide, PMP, vice president - clinical content management, Cotiviti, is a medical professional and a project practitioner. In over 20 years of experience in consulting, training and operations, she has successfully married healthcare domain expertise with knowledge of project management and healthcare information technology. Her paper, *Patient care - A project management perspective*, has received wide global acclaim.

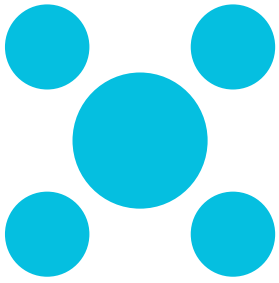
Summary

Dr. Deepa Bhide offered a unique perspective in the management of the pandemic through the lenses of a clinician and a project practitioner. She combined the experiences of being a COVID-19 warrior with her knowledge of project management to join the dots and present a 'new normal' for not just those in the healthcare industry but also others.

Reflecting on the magnitude of the pandemic, she said the healthcare crisis swiftly turned into a human crisis that attacked society at its core and impacted diverse industries. With no manual or treatment protocol to refer to, healthcare professionals are managing the outbreak in a manner akin to "building a plane as it is flying." It means dealing with risks, uncertainties, experimentations, and innovations on the go – and all these while making life and death decisions.

Dr. Bhide believes the crisis will shape the future in different ways – smarter resource management, quick-paced and on-the-go learning, greater agility in decision-making, and ethical considerations to make when faced with resource constraints. The crisis is opening up the healthcare system for a transformation that will have an impact on both the healthcare and related sectors. With its Code of Ethics and project management framework, PMI has a big role to play in the way the industry transforms and professionals recraft their skills and reinvent their identities.





Key takeaways:

- Digital delivery of healthcare services such as telemedicine gaining fast acceptance.
- Rise in virtual care will change the very soul of clinician-patient encounters.
- Healthcare systems will undergo transformation, which will impact several other industries.
- Learning cycle for health workers shrinking; focus is on agility and flexibility.
- PMI's Code of Ethics can be a guiding force as new dilemmas and ethical considerations come to the fore.
- Be prepared for the unknown, revisit lessons learned in previous situations.
- Focus on continuous nano innovations and business foresight.
- Adopt a project management framework in healthcare as a safety net.

With its Code of Ethics and project management framework, PMI has a big role to play in the way the industry transforms and professionals recraft their skills and reinvent their identities.

