

# The Behavior Change Podcast

## Episode 8

### Visual Guide

Improving Your Communications With Behavioral Science



Figure 1

**Salience grabs our attention and blinds us to everything else.**



Figure 2

# Position influences our attention

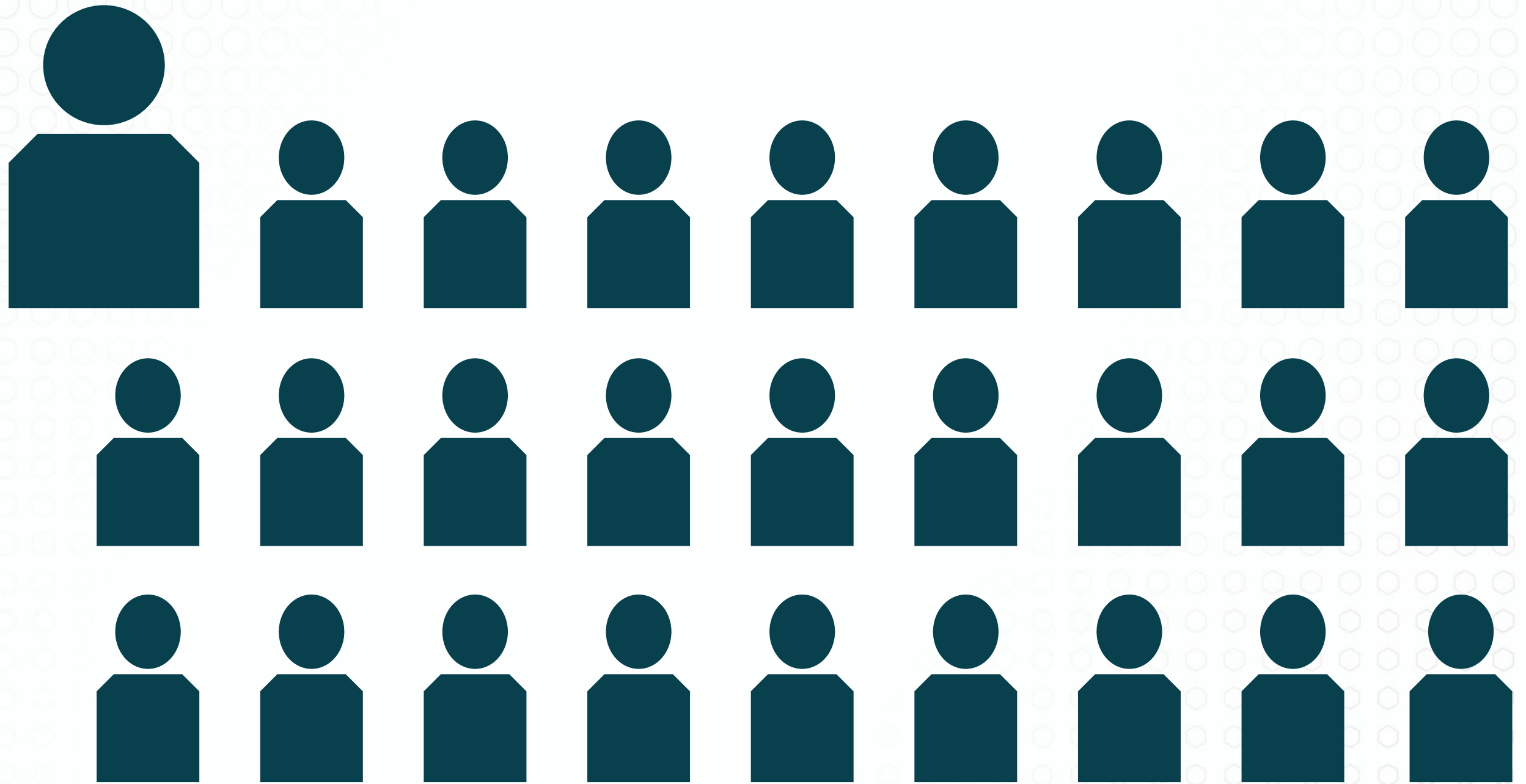




Figure 3

# Position influences our attention



Figure 4

**Use speed lines to simulate motion in static media.**

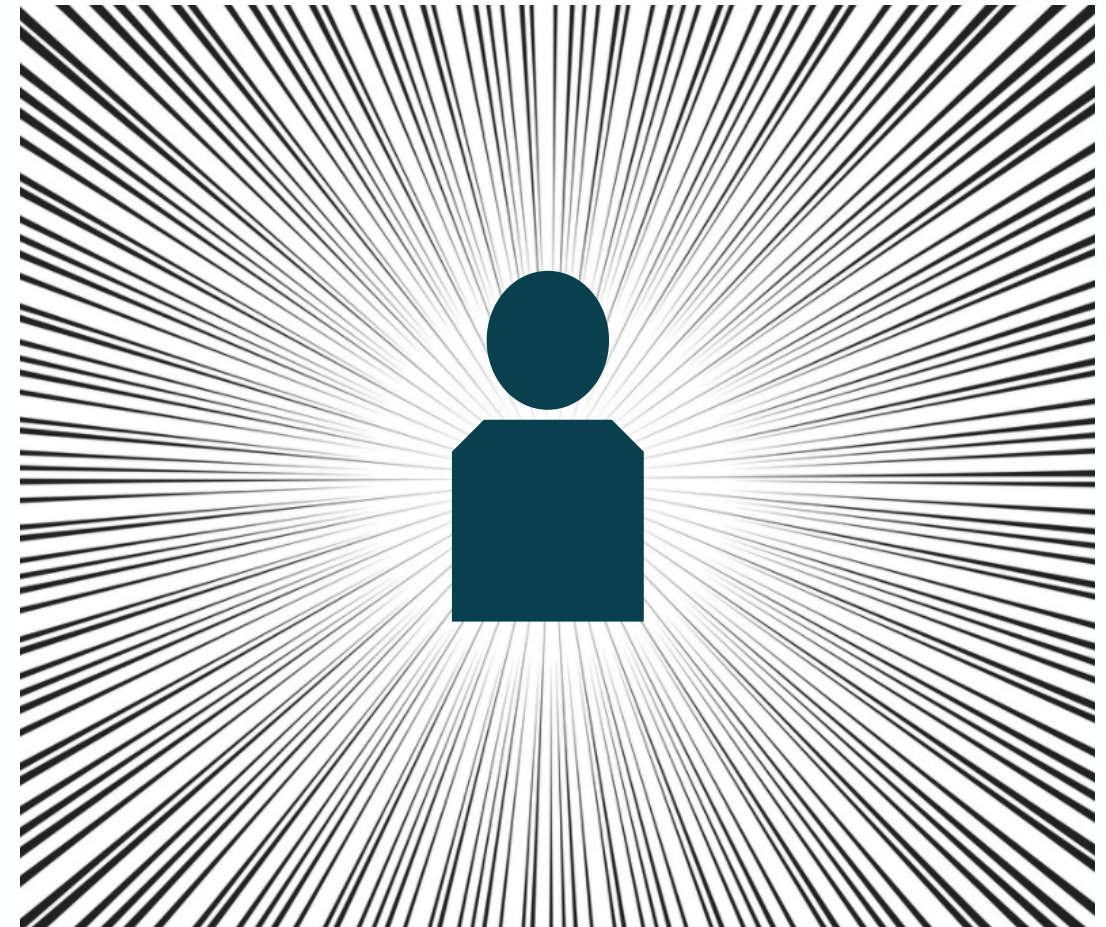
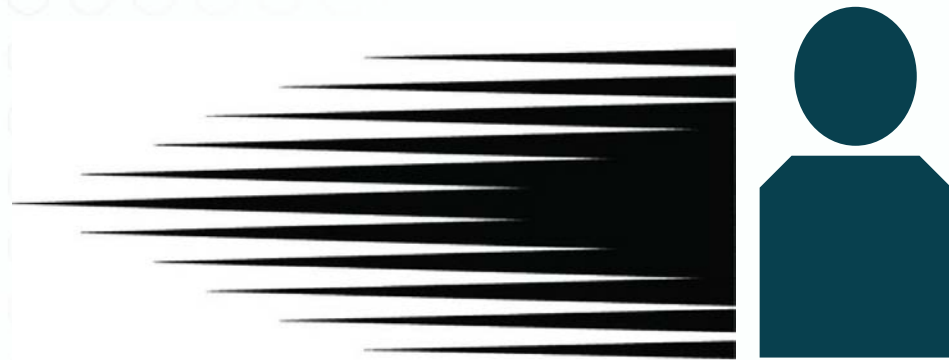




Figure 5

We notice what is different, but context influences difference.

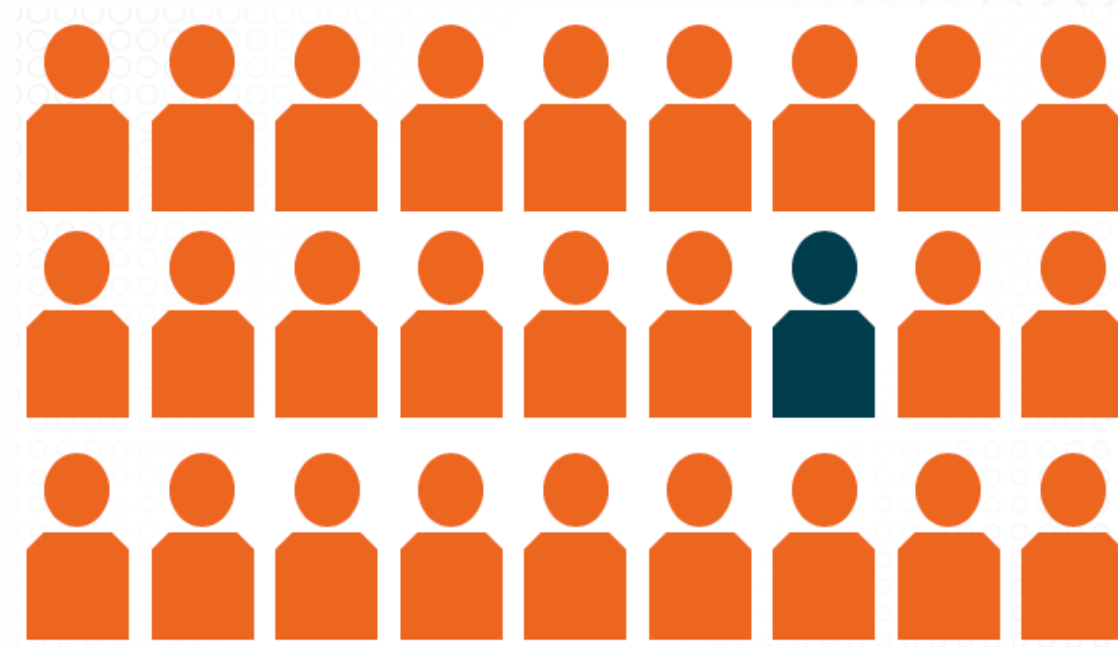
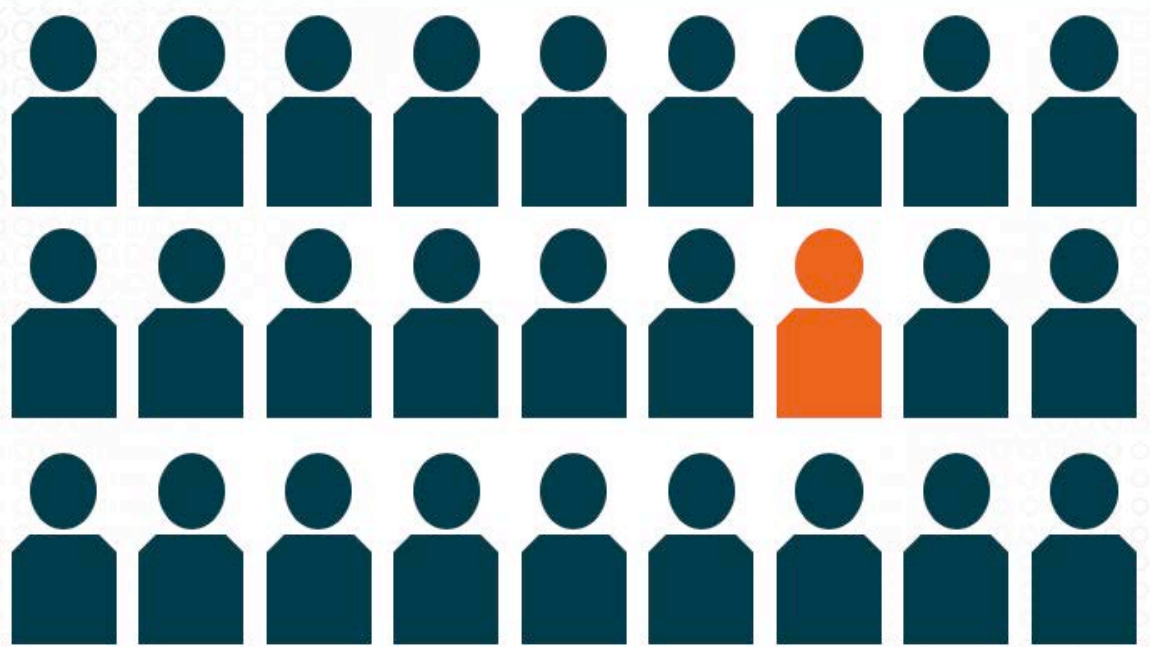


Figure 6

Dear Managers:

Based on the escalating coronavirus situation and for the benefit of other team members and patients, [REDACTED] will transition to temporary remote work for appropriate types of positions beginning **immediately until further notice**. Certain team members will be required to be on campus to support the high level of care that our community has come to expect from us.

[REDACTED] considers this remote work arrangement to be a viable, flexible work option when the team member and the job are both suited to such an arrangement. Working remotely may be appropriate for some team members and jobs but not for others. This is not an entitlement and is not a company-wide benefit although it allows business to continue. In addition, it acts as a mere precaution to limit the range of exposure to the coronavirus as best we can without disrupting patient care.

For departments that have never operated remotely, managers will need to determine which staff positions within your department could effectively work from home and communicate with staff.

Here are some specific aspects to consider when assessing work from home capabilities and when you should approve a team member to work from home:

- This work arrangement will be on a temporary basis and will not be considered permanent.
- The team member must have the necessary equipment to work from home which will include a computer and internet access. Specific questions regarding IT-related needs for remote work should be directed to the Help Desk at [REDACTED]
- Determine what appropriate hard copy data needs to be taken home for the team member to fulfill their duties. Patient and Team Member privacy must be upheld being mindful of HIPPA regulations. All hard copy data should be returned after the remote assignment ends.
- Team members should be very intentional about how and when they communicate when they are in a remote environment. It should be at a level that is consistent with what is in place when they are working in the office. In addition, be careful with emails due to potential increased cyber-attacks. Team members should continue to respond to IM, email, phone, voicemail and text messages in the same timeframe agreed upon by their manager.
- Patients and colleagues should not notice a change in our business practices, customer service, or patient experience just because the team member is working remotely. The work from home arrangement should be seamless.
- Managers need to set expectations for core working hours. Managers have the discretion to alter work start and stop times for team members.
- Team members should attend all scheduled team meetings by phone, video or in person, if required.
- The team member should choose a dedicated space to be used and structure their day like they would in the office. The workspace should be maintained in a safe condition, providing a professional environment, free from hazards and always safe-guarding PHI.
- The team member must correctly record their work from home time with their timekeeper/manager. Nonexempt team members will not be able to clock in, so it is important that the manager designate a way to capture their hours worked each day. The timekeeper will need to manually enter the hours into [REDACTED] Request for overtime must be approved by the manager in advance.
- Team members should set ground rules for others in the home so that events or activities may not disrupt or interfere with scheduled work time. Request for paid time off or other leave must be approved in the same manner as the current process.
- Managers will need to continue to recognize success, communicate deliverables and set deadlines.

As you know, this situation will continue to evolve. The HR department is here to support your department and provide guidance. We have tried to set up some guidelines for managers to assist with this temporary change to your work group. If you have any questions, please feel free to contact [me](#) at extension [REDACTED] at extension [REDACTED] or [REDACTED]

I sincerely appreciate your flexibility and dedication to our patients, team members, this medical center and our community.

Kind regards,

[REDACTED]



Figure 7

**We mentally simulate interaction with images.  
Use images that make it easy.**

More Difficult



Easy

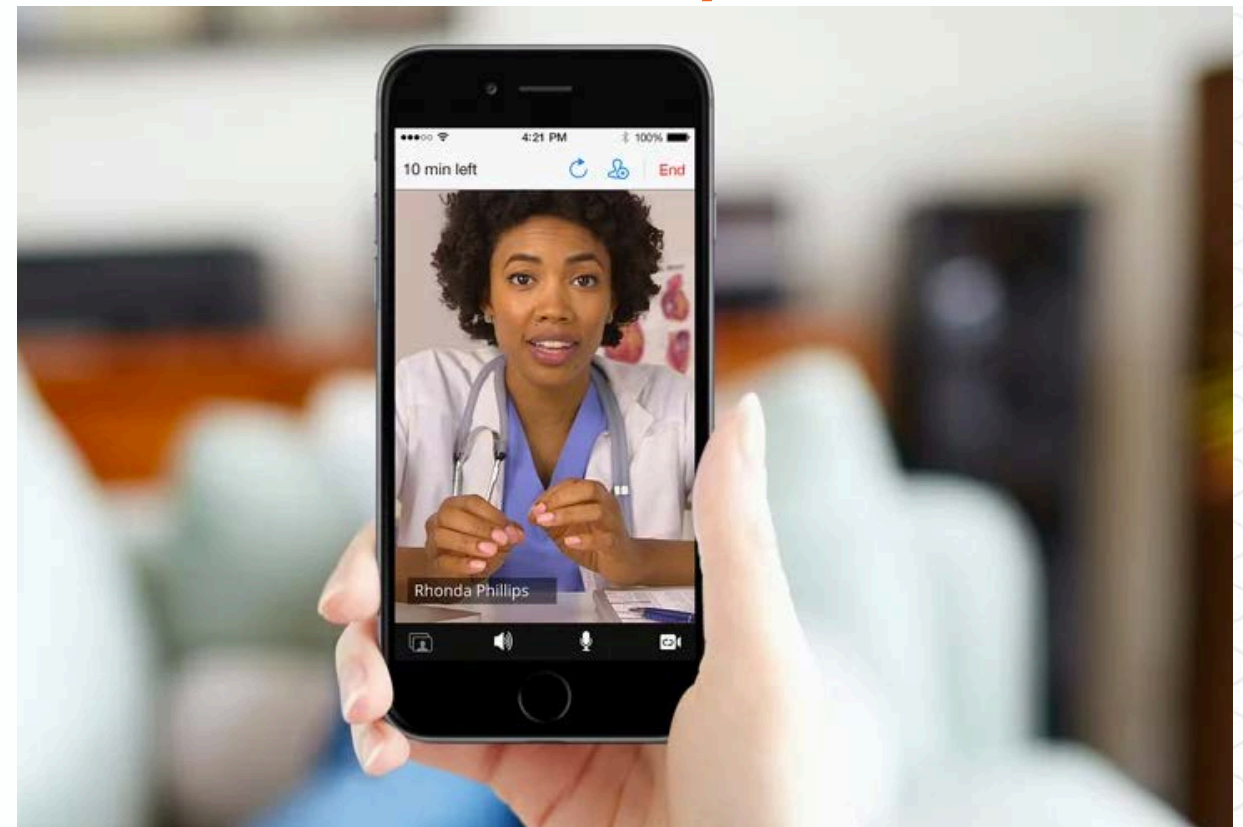




Figure 8

# The Audience Effect. We behave differently (better) when we think we are being watched.

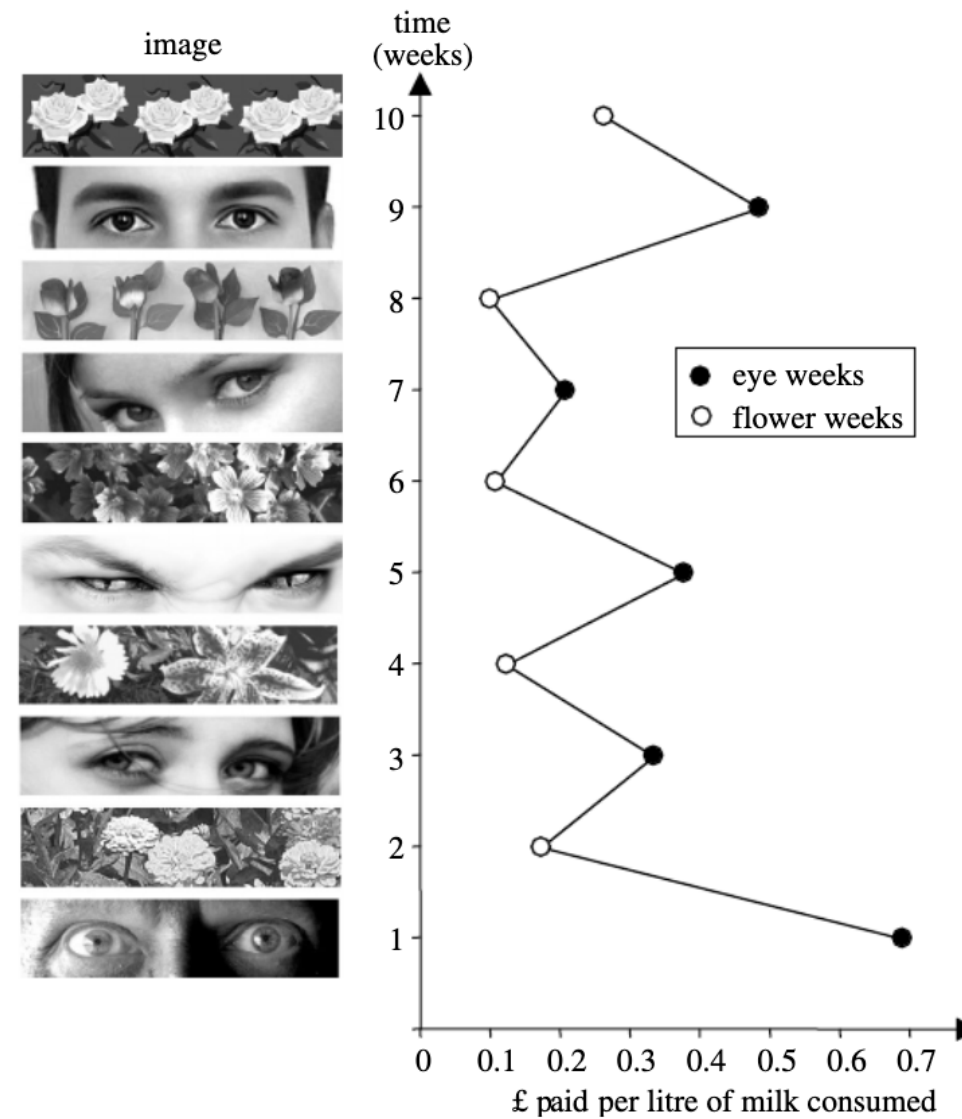
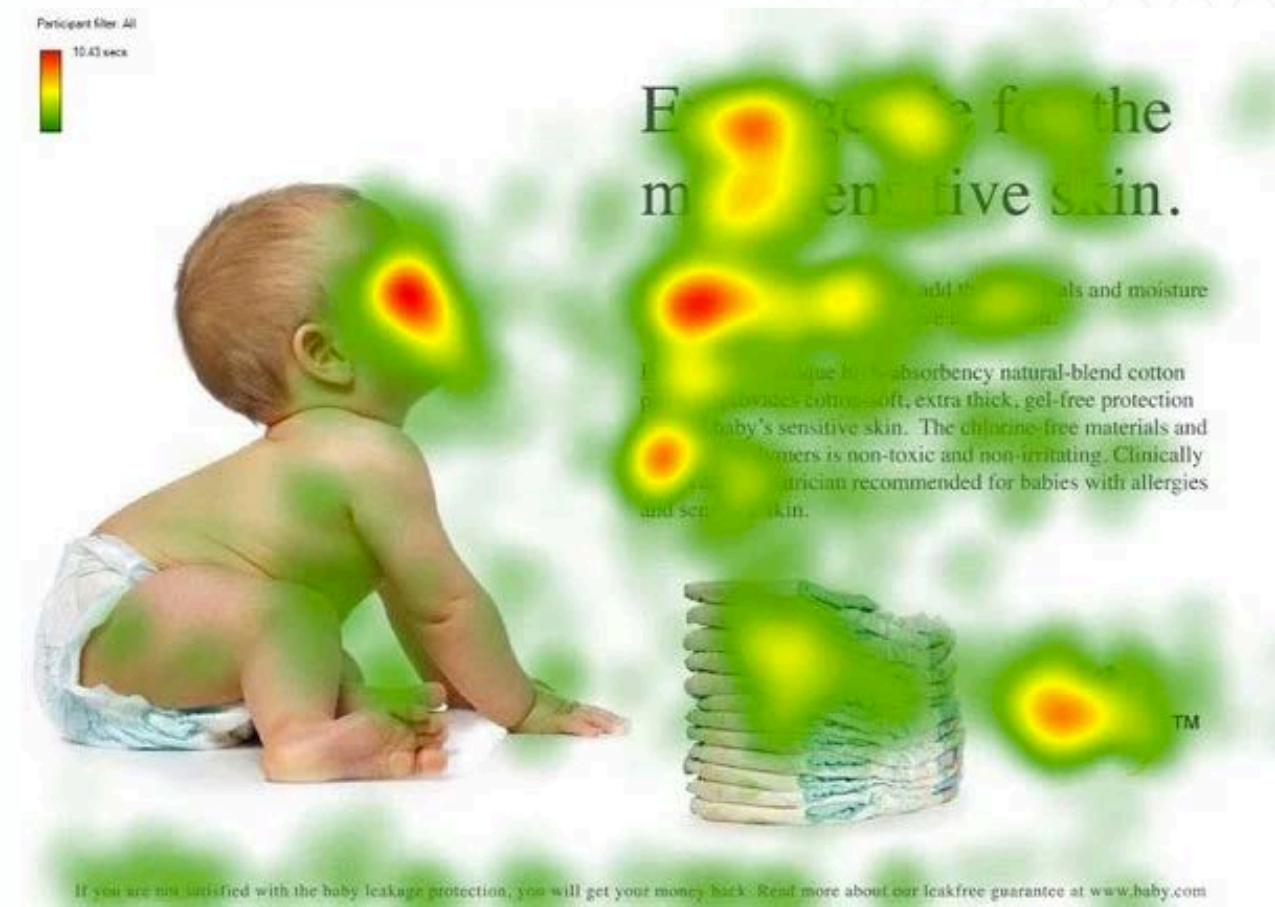
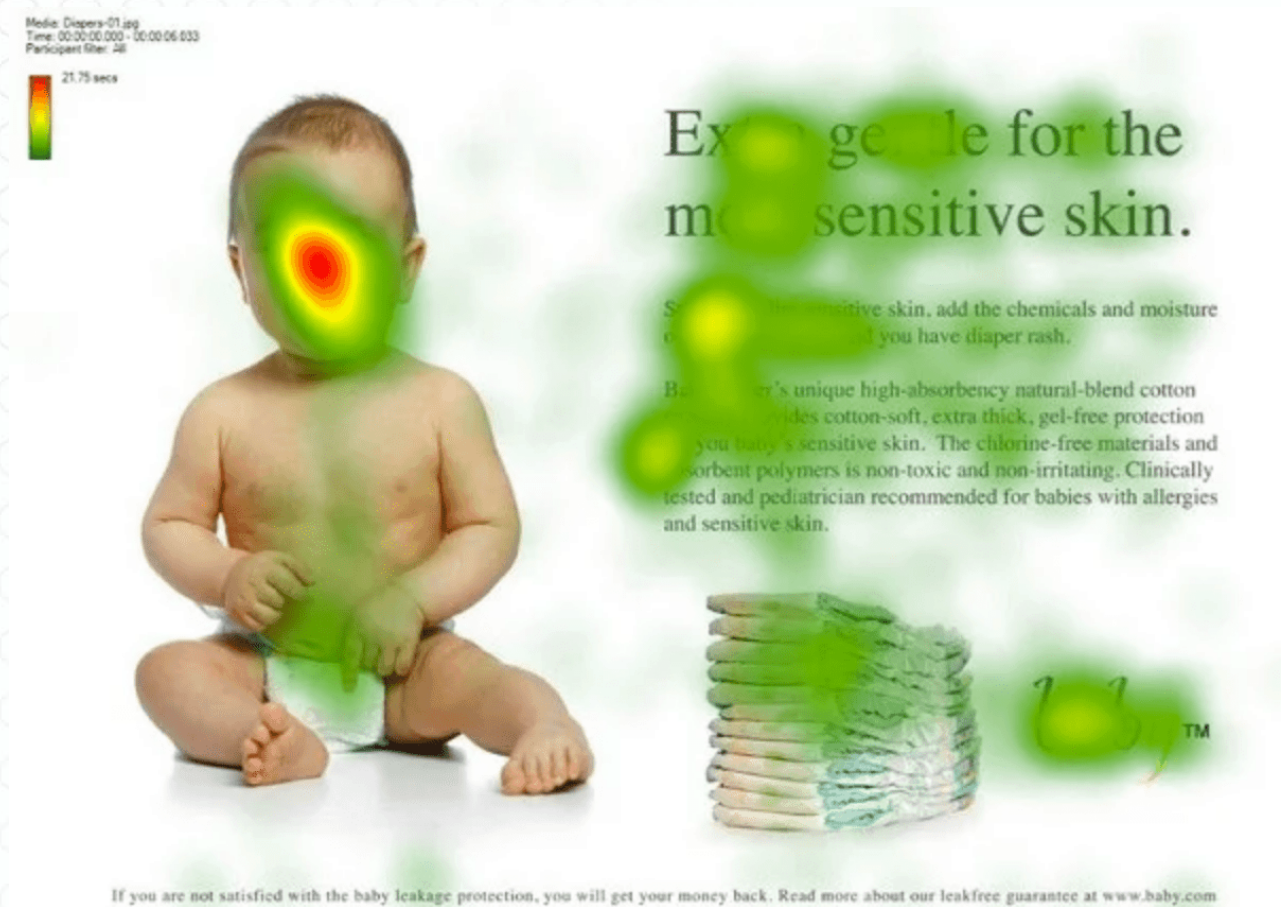


Figure 9

We follow other people's gaze.





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