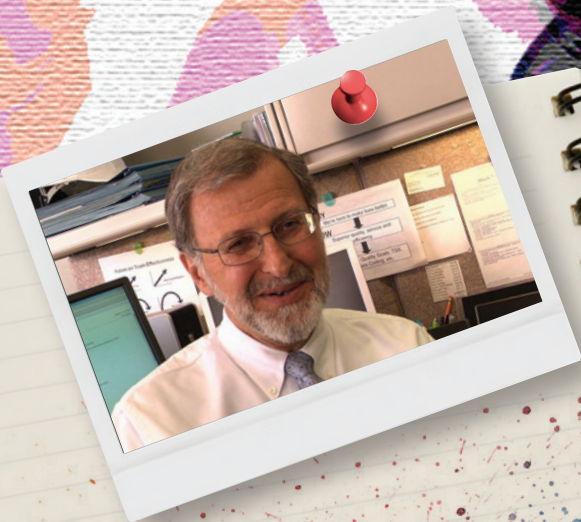
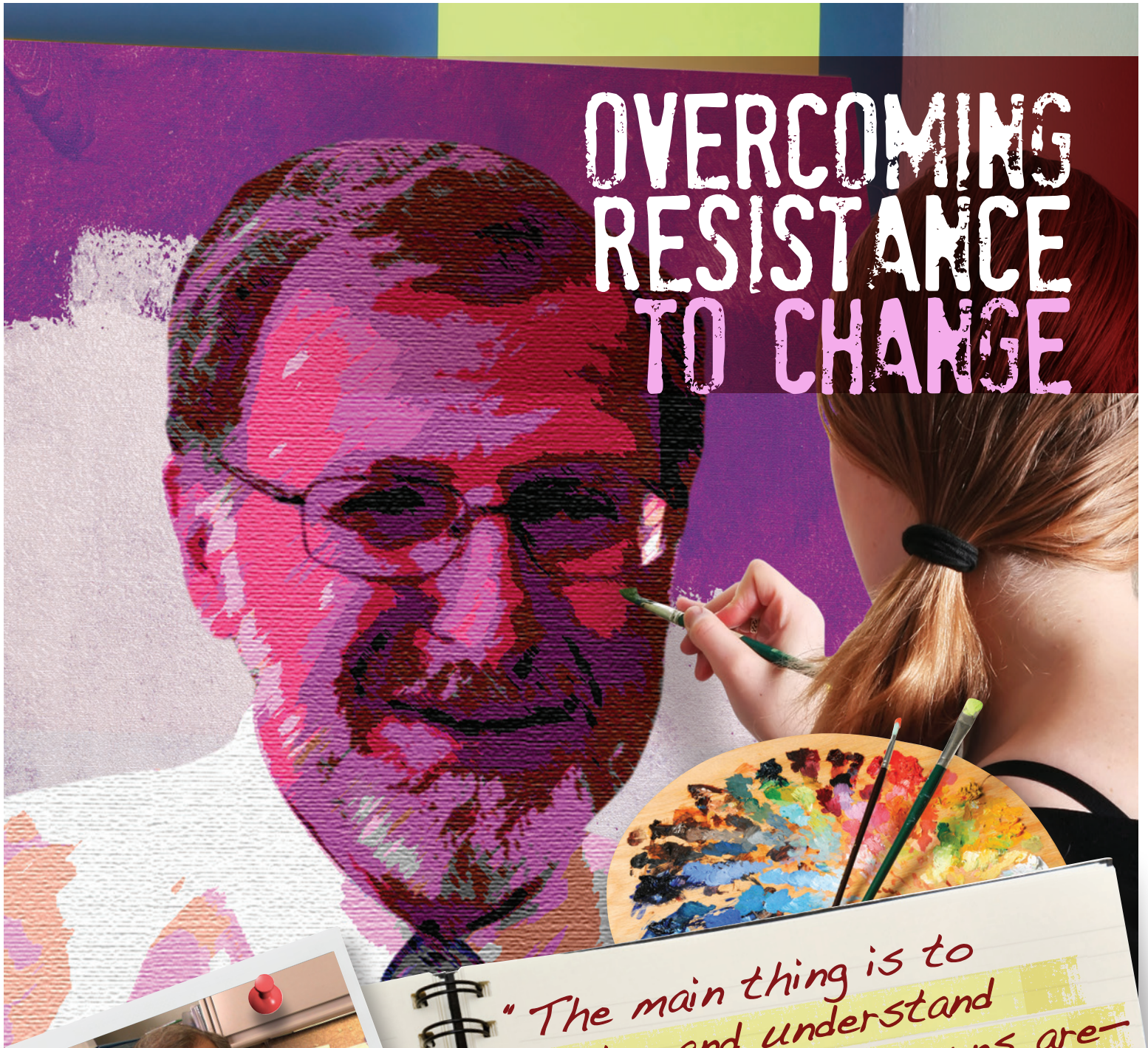


OVERCOMING RESISTANCE TO CHANGE



"The main thing is to listen and understand what those concerns are—really listen to the point where you're willing to change what you're proposing based on feedback you're getting."

—BOB SCHULTZ, MD, physician in chief,
Santa Rosa Medical Center

