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The
University
Hospital

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NEWS

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MEDIA ADVISORY

ROSABETH MOSS KANTER TO SPEAK ON CHANGE IN THE HEALTH-CARE INDUSTRY

Boston, Mass.--The way an organization reponds to inevitable changes from outside forces--such as politics, shrinking resources and new technology-- can either make it more rigid and lead it to failure, or can infuse it with new vitality. On Monday, Nov. 6, 1989, Rosabeth Moss Kanter, Ph.D., an internationally reknowned expert on organizational change, will challenge an audience of doctors, nurses and hospital administrators to become "change masters." Members of the media are invited to attend her presentation in the Keefer Auditorium at the University Hospital (UH) from 3:45 p.m. to 5 p.m. at 88 East Newton Street in Boston.

In her presentation, Kanter will offer three strategies that organizations can use to blend the discipline of established corporate tradition and the energy of entrepreneurial innovation to create new success in the 1990s. She will also describe how employees should prepare themselves for the careers of the next decade, advocating for flexible employability rather than employment security.

A professor of business administration at Harvard Business School, Kanter is also the author of three bestselling books on organizational change, including When Giants Learn to Dance: Mastering the Challenges of Strategy, Management and Careers in the 1990s, The Change Masters and Men and Women of the Corporation.

Says Celeste Thompson, manager of UH's Ross Nursing Resource Center, which is sponsoring the lecture: "Hospitals are undergoing tremendous change right

Kanter at the University Hospital

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now, mostly due to financial cutbacks. We asked Dr. Kanter to gear her talk to the specific concerns faced by health-care institutions such as ours."

UH's Ross Nursing Resource Center, founded in the spring of 1989, is a center dedicated to nursing excellence. Its mission is to promote programs of nursing research, education and consultation that will enhance nursing practice and patient care in a changing health-care environment.

The University Hospital, founded in 1855, is a principal teaching hospital of Boston University School of Medicine and a member of Boston University Medical Center.