



BUSINESS CASE · BEHAVIOR REINFORCEMENT · PATIENT SAFETY

Sustaining safety, hand-offs & patient experience

Why nursing protocols fade between shifts — and how a 21–30 day micro-behavior platform turns evidence-based practice into a daily 5-minute ritual that survives the 12-hour reality.

PREPARED FOR

Nursing leadership · CNOs · Quality & Safety officers

PREPARED BY

Gamechangers Consulting

The Gamechangers Challenge — Behavior Activation™

AIM

ALIGN

ACHIEVE

SUSTAIN

Executive summary

Your healthcare program does not have a methodology problem. It has a **behavior sustainment problem**. Why nursing protocols fade between shifts — and how a 21–30 day micro-behavior platform turns evidence-based practice into a daily 5-minute ritual that survives the 12-hour reality.

93%

POSITIVE IMPACT

89%

DAILY ACTION

86%

STRONGER TEAM

95%

WOULD RECOMMEND

Benchmarks drawn from comparable deployments. Numbers above are illustrative for this use case.

The thesis in one line

Training teaches the protocol. Audits measure the protocol. Behavior reinforcement is what keeps the protocol alive at 3 a.m.

The problem healthcare leaders keep paying for

Every CNO we talk to describes the same drift. The pattern is universal; only the unit changes.

Where the gains leak

- **Hand-off decay.** SBAR quality peaks after training week, then erodes inside 30 days.
- **Bundle drift.** CLABSI, CAUTI, and fall bundles get charted but skipped at the bedside.
- **Huddle fatigue.** Safety huddles run on time but stop changing behavior — they become the deliverable.
- **Preceptor overload.** New grads default to the loudest behavior on the unit, not the trained one.
- **Survey lag.** HCAHPS tells you about a behavior gap six weeks after the patient went home.

The solution: a daily 5-minute practice

The Gamechangers Challenge is a 21–30 day micro-behavior platform that bolts on to your existing programs. It does not replace your tools, your training, or your leaders. It does the one thing none of those were designed to do at scale: **drive the daily behaviors that turn a program into a habit, and a habit into a culture.**

AIM

Pick the unit behavior that drives the safety or experience metric you're already reporting.

ALIGN

Configure 21–30 days of micro-prompts that fit a 12-hour shift, mobile-first, no LMS.

ACHIEVE

Daily 5-minute practice — peer-visible, charge-nurse-light, evidence-tied.

SUSTAIN

Behavior data feeds your existing safety and quality dashboards.

What it's worth on a 600-bed system

- One avoided CLABSI ≈ \$48,000. Hold the bundle and pay for the program in a quarter.
- Each 1-pt HCAHPS communication lift correlates with measurable reimbursement upside.
- Turnover is the silent line item — connection and recognition behaviors move it.

Next step

Map the first sustainment sprint.

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