ABSTRACT

This theses deals with leading change in the specific organization, gynecological obstetrician department. The main aim of this theses is to evaluate leading of this change from the manager point of view and also to evaluate its sustainability in the organization. I was focused on the research of the proces and execution of this specific change. It was the change from the classical model of obsetrics to the respectfull model of obstetrics with using alternative methods and support of the natural birth. I used the qualitative research methods, participating observation. I created the summary of the proces of the change and underlined the found problematic parts from the field notes, interview and analysis of social networks. I managed to answer all asked questions and evaluate the process of change and its sustainability. At the end I offered a practical guide of the specific change as a tool for other organizations.

Key words: Obestetrics, maternity center, perinatal care, concepts of leading birth, opinion differences, healthcare management, management of change, image change.