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# **Phase 1 | Scoping the Project**

**Strategy**

* Strategic Positioning of the Platform (Worksheet)
* Stakeholder Map (Template)
* Stakeholder Matrix & Engagement Strategy Reference Model (Template)
* Summary of Change Impacts (Template)

**Set Up**

* Service Tree (Template)

**Communications**

* Co-branding Agreement and Visual Identity Guidelines
* Communications Plan (Framework)

RESOURCES PROVIDED

## Purpose

This phase is designed to articulate the strategic purpose of implementing the platform, and how relational feedback aligns with and/or complements current feedback processes and priorities and its application with the health service organisation’s [Partnering with Consumers](https://www.safetyandquality.gov.au/standards/nsqhs-standards) activities.

## Desired outcomes

### Organisation

* Active support and commitment secured from the Board of Directors.
* The impact of change on each stakeholder group is understood and key messages are developed according to the desired change impact.
* Board of Directors has a mechanism to be kept up to date with progress with the organisational change process and the role they can have to support momentum.
* Operational and Executive leads work collaboratively to position and align the Care Opinion platform with organisational priorities and values.

### Set Up

* 1-5 key Site Administratorsare identified to oversee the quality and implementation of the subscription scope.

### Communications

* Potential champions are consulted with and set up to receive story alerts and respond to stories.
* Key messages are developed and ready for release to internal stakeholders.

## Timeframe

Within two (2) months after the subscription contract (Service Agreement) has been signed and returned to Care Opinion Australia.

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## Phase 1 Action Plan



| **Action** | **Stakeholders involved** | **Resource provided** | **Timescale for delivery** | **Activity Owner** | **Progress** |
| --- | --- | --- | --- | --- | --- |
| Present Care Opinion subscription to the Board of Directors | CEO  Board members |  |  |  |  |
| Develop a statement of intent for the use of the platform in collaboration with Care Opinion | CEO/Executive Team/Project Lead  Board members | Strategic Positioning of the Platform (Worksheet) |  |  |  |
| Establish Site Administrators:   1. Identify 1 -5 people to be the subscription managers (Site Administrators)   Email their names, job titles, phone numbers and email addresses to Care Opinion Australia ([info@careopinion.org.au](mailto:info@careopinion.org.au)) | CEO  Executive team |  |  |  |  |
| Conduct stakeholder analysis using the Stakeholder Matrix | Executive team | Stakeholder Map (Template)  Stakeholder Matrix & Engagement Strategy Reference Model (Template)  Summary of Change Impacts (Template) |  |  |  |
| Determine the scope of the subscription:   1. How the health service organisation’s services will be listed in the Care Opinion platform (scope of the subscription) 2. Complete and return the service tree | CEO  Executive team  Site Administrator(s) | Service Tree (Template) |  |  |  |
| Identify ‘soft launch services’ (departments and wards that the platform will be rolled out in initially) | Executive team  Patient Experience team Department Heads |  |  |  |  |
| Identify and consult project champions about the platform and the role they will play in its adoption | Executive team |  |  |  |  |
| Complete and return ‘Care Opinion Co-Branding Agreement’ | Site Administrator | Visual Identity Guidelines  Co-Branding Agreement |  |  |  |
| Develop communications:   1. Develop key messages to each internal stakeholder group using the Stakeholder Analysis completed in Phase 1 2. Adapt communications plan framework and commence delivery of key messages to internal stakeholders | Operational and Executive Leads  Site Administrator  Communications and Marketing Teams | Communications Plan (Framework) |  |  |  |
| Identify and brief the health service organisation’s Project Lead, Executive and Operational Leads about the platform and the role they will play in its adoption | CEO |  |  |  |  |
| Add the *‘Implementation of Care Opinion’* as a regular agenda item in future Board meeting on Care Opinion stories and progress for subsequent meetings | Board Secretary |  |  |  |  |
| Meet with Care Opinion team to discuss readiness to progress into Phase 2 | Site Administrator |  |  |  |  |