

Phase 1 | Scoping the Project

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](#) 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 Administrators are 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.

RESOURCES PROVIDED

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)

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	CEO Executive team				
Conduct stakeholder analysis using the Stakeholder Matrix	Executive team	Stakeholder Map (Template) Stakeholder Matrix & Engagement Strategy			

Phase 1

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Action	Stakeholders involved	Resource provided	Timescale for delivery	Activity Owner	Progress
		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			

Phase 1

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Action	Stakeholders involved	Resource provided	Timescale for delivery	Activity Owner	Progress
Develop communications: <ol style="list-style-type: none"> 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 <i>'Implementation of Care Opinion'</i> 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				

Phase 1

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