

Phase 2 | Foundational Preparation

Purpose

This phase lays the foundations to inform, prepare and equip key stakeholders to engage with narrative, relational feedback. During this phase, the focus is primarily on internal stakeholders, including staff in soft launch services and includes internal promotion, training and communications.

Desired outcomes

Organisation

- Statement of Intent for the use of Care Opinion is articulated and agreed upon.
- Site Administrators:
 - understand and are confident in the role and its responsibilities
 - have attended training and feel capable of demonstrating platform features.
- Key stakeholders (identified as part of the analysis in Phase 1), understand:
 - the health service organisation’s intent for using Care Opinion
 - the basic principles of narrative, relational feedback and online safety
 - key messages and how to promote Care Opinion and engage staff in the process.

Set Up

- Processes and key messages are developed to support staff in soft launch services through the change process and to help them understand, and gain confidence in the use of the platform.
- Staff members who require access to the platform and alerts of published stories during Phase 3 have been identified.
- Member Roles template is complete and shared with Care Opinion.

RESOURCES PROVIDED

System Set Up

- Member Roles (template)
- Response and Story Escalation Workflow (template)

Training Sessions

- Orientation & Site Navigation Responding (online)
- Creating Invitation Links (webinar)
- Engaging Consumers in Narrative Feedback (webinar)
- Assisted Storytelling (webinar)

Stakeholder Engagement

- Site Administration: Roles, Responsibilities & Training Outcomes (PDF)
- Understanding Care Opinion for staff (PDF)
- Care Opinion FAQs

Communications

- Visual Identity Guidelines
- Co-Branding Agreement
- Consumer Engagement Guide
- Care Opinion Campaign and Events Calendar.

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Communications

- A community awareness strategy is developed, including promotional plan and promotional materials (co-branded) to engage external stakeholders with the platform.

Timeframe

It is recommended that Phase 2 is completed within one (1) month of Phase 1's completion.

This is three (3) months after the subscription contract (Service Agreement) has been signed and returned to Care Opinion Australia.

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Phase 2 Action Plan



Action	Stakeholders involved	Resource provided	Timescale for delivery	Activity Owner	Progress
<p>Training</p> <p>Site Administer(s) set up a login to the Care Opinion platform and attend the following training sessions:</p> <ul style="list-style-type: none"> • Orientation & Site Navigation • Invitation Links • Assisted Storytelling 	<ul style="list-style-type: none"> • Site Administrator 	<p>Online training sessions:</p> <ul style="list-style-type: none"> • Orientation & Site Navigation • Creating Invitation Links • How to Engage Consumers • Assisted Storytelling <p>Site Administrator: Roes, Responsibilities & Training Outcomes (PDF)</p>			
<p>Prepare staff access to the platform:</p>	<ul style="list-style-type: none"> • CEO • Executive Team • Project Lead 	<p>Member Roles template</p>			

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Action	Stakeholders involved	Resource provided	Timescale for delivery	Activity Owner	Progress
<ol style="list-style-type: none"> Determine which internal stakeholders are to receive access to the platform, their access level (administrator, responder or member) throughout Phase 3, and what group of stories they require alerts for Complete and return the Member Roles template to Care Opinion 	<ul style="list-style-type: none"> Site Administrator 				
Adapt response process workflow and escalation strategy for responding to critical stories	<ul style="list-style-type: none"> Executive team Project Lead Site Administrator 	Response and Story Escalation Workflow template			
Collaborate with Care Opinion staff to co-brand electronic promotional materials	<ul style="list-style-type: none"> Communications Team Site Administrator 				
<p>Communications:</p> <ol style="list-style-type: none"> Develop key messages for each internal stakeholder group using the Stakeholder Analysis completed in Phase 1 Adapt the Communications Plan Framework and commence 	<ul style="list-style-type: none"> Project Lead Site Administrator Communications Team 	<p>Understanding Care Opinion for Staff (PDF)</p> <p>Communications Plan Framework</p> <p>Care Opinion FAQs (PDF)</p>			

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delivery of key messages to internal stakeholders					
Discuss promotion of Care Opinion with soft launch departments/wards	<ul style="list-style-type: none"> • Site Administrator • Communications Team • Soft launch services 	<ul style="list-style-type: none"> • Engaging Consumers in Narrative Feedback (webinar) 			
Meet with Care Opinion team to discuss readiness to progress into Phase 3	<ul style="list-style-type: none"> • Project Lead • Site Administrator 				

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