MANITOBA eHEALTH STAKEHOLDER ANALYSIS AND MESSAGING

MATRIX A – Stakeholder Analysis – Environmental Assessment

Stakeholder Category –			
Key Information Needs *Identify what the stakeholder group needs and what we need from them.* ▪ More involvement and participation in projects ▪ Clear understanding of Manitoba eHealth's mandate and scope ▪ Clear understanding of their role	**Key Issues** *Identify issues of the stakeholder category, these may relate to the project or not. This is part of an environmental assessment. See examples below* ▪ Consultation ▪ Communications ▪ Scope ▪ Equipment, technology and software ▪ Standardization ▪ Privacy	**Challenges** *This is the area for the challenges the project will face in communicating to stakeholders* ▪ Geographic challenges ▪ Competing priorities for resources ▪ Delivering services with stagnant funding	**Opportunities:** *What are the opportunities for the stakeholder with the introduction of the change?* ▪ Perception that technology can break down geographic barriers ▪ Need for more accessible service

Stakeholder Group (add comments specific to group)			
Key Information Needs:	**Key Issues:**	**Challenges**	**Opportunities:**

Matrix B

Messaging, media and schedule
Primary Messaging for project – applies to all stakeholders so does not need to be placed in each Part B Matrix. Refer to where it was first placed. ***This includes high level messaging as well as targeted messaging and should be revisited regularly to ensure the messaging is on target and current.*** **Key messages that will help to build and increase awareness** **What's in it for me? (key message that will address the benefit to end users):** **What do we need from this stakeholder category? (key messages that will identify our needs and expectations in terms of their involvement and behavior):** **Project update (key messages that will provide current update and next steps)**

Stakeholder Group Name: **Information that follows needs to be created for each stakeholder group. Make as many tables as needed.**
Recommended Strategy: Based on Stakeholder Grid (eg. Involve actively)
Targeted Messaging: **Key messages to specific stakeholder group in addition to primary messaging** **As above, specify benefits, their role, training, and updates, as required.**

Tactic: Create Awareness

Media / Communications Tool *Best methods for communicating to stakeholder groups*	Purpose	Owner	Schedule Timeline/ frequency	Feedback mechanism *Critical to ensuring the message is getting to the group and is understood.*
1. Presentations	To develop awareness of project			
2. Regular meetings	To maintain frequency of contact			
3. Service Description	To create understanding of project			

Future Tactics: Develop Desire
(To avoid repetition - we recommend that you use each subsequent section for NEW communications activities which includes all of the above)

Future Tactics: Increase Knowledge

Media	Purpose	Owner	Schedule	Feedback
1. Training information	To ensure stakeholders understand they will receive training			

Future Tactics: Develop Ability

Future Tactics: Reinforce Change