# **A logo for a company  AI-generated content may be incorrect.**

# **Phase 1 | Scoping the Project**

**Strategy**

* Strategic Positioning of the Platform (Worksheet)
* Summary of Change Impacts (Template)

**Set Up**

* Service Tree (Template)

**Communications**

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

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 within the organization.

## Desired outcomes

### Organization

* Active support and commitment secured from leadership teams.
* The impact of change on each stakeholder group is understood and key messages are developed according to the desired change impact.
* Leadership has a mechanism to be kept up to date with progress with the organizational 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 organizational 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.

##

## Phase 1 Action Plan



| **Action** | **Stakeholders involved** | **Resource provided** | **Timescale for delivery** | **Activity Owner** | **Progress** |
| --- | --- | --- | --- | --- | --- |
| Present Care Opinion subscription to the leadership teams. | Executive Director, ELTBoard members |  |  |  |  |
| Develop a statement of intent for the use of the platform in collaboration with Care Opinion  | Executive Team/Project LeadBoard 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 tracee@imaginecitizens.ca | Executive Team/Project LeadsBoard members  |  |  |  |  |
| Determine the scope of the subscription:1. How the organization’s services will be listed in the Care Opinion platform (scope of the subscription)
2. Complete and return the Service Tree (Template)
 | Site AdministratorsSite Administrator(s) |  |  |  |  |
| Identify ‘soft launch services’ (programs or clinics) that the platform will be rolled out in initially)  | Executive teamPatient Experience teamDepartment Heads |  |  |  |  |
| Identify and consult project champions about the platform and the role they will play in its adoption | Site Administrator(s) |  |  |  |  |
| Review ‘Care Opinion Co-Branding Agreement’ | Site Administrator(s) | Visual Identity GuidelinesCo-Branding Agreement |  |  |  |
| Develop communications:1. Develop key messages to each internal stakeholder group
2. Adapt communications plan framework and commence delivery of key messages to internal stakeholders
 | Operational and Executive LeadsSite AdministratorCommunications and Marketing Teams | Communications Plan (Framework) |  |  |  |
| Identify and brief the organization’s Project Lead, Executive and Operational Leads about the platform and the role they will play in its adoption | Site Administrator(s) |  |  |  |  |
| Add the *‘Implementation of Care Opinion’* as a regular agenda item in future Board meeting on Care Opinion stories and progress for subsequent meetings | Site Administrator(s) |  |  |  |  |
| Meet with Care Opinion team to discuss readiness to progress into Phase 2 | Site Administrator(s) |  |  |  |  |