



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 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 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.

RESOURCES PROVIDED

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)

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, ELT Board members				
Develop a statement of intent for the use of the platform in collaboration with Care Opinion	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 subscribing@careopinion.ca	Executive Team/Project Leads Board members				
Determine the scope of the subscription: 1. How the organization's services will be listed in the Care Opinion	Site Administrators				

Phase 1

Action	Stakeholders involved	Resource provided	Timescale for delivery	Activity Owner	Progress
platform (scope of the subscription) 2. Complete and return the Service Tree (Template)	Site Administrator(s)				
Identify 'soft launch services' (programs or clinics) 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	Site Administrator(s)				
Review 'Care Opinion Co-Branding Agreement'	Site Administrator(s)	Visual Identity Guidelines Co-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 Leads Site Administrator Communications and Marketing Teams	Communications Plan (Framework)			
Identify and brief the organization's Project Lead, Executive and Operational	Site Administrator(s)				

Phase 1

Action	Stakeholders involved	Resource provided	Timescale for delivery	Activity Owner	Progress
Leads about the platform and the role they will play in its adoption					
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	Site Administrator(s)				
Meet with Care Opinion team to discuss readiness to progress into Phase 2	Site Administrator(s)				