# **Strategic Positioning of the Platform**

Thoughts to consider

What value does narrative, free-form feedback provide that we are seeking to learn from?

This will inform your ‘**Statement of Intent’** about how you want to position the platform in the organization. It will inform your key messages and influence the resources you allocate and assist Operational and Executive Leads, Champions and Site Administrators to understand how to prioritise the platform within other responsibilities.

The ‘**Stakeholder Map**’ and ‘**Summary of Change Impacts**’ can be used to analyse your stakeholder groups in order to tailor key messages to each group.

## **Identifying your ‘why’**

Why do we want consumers to share their feedback in the form of stories (accounts of care experiences)?

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What is our purpose for adopting this platform and what outcome do we want from narrative and dialogical feedback that we do not get from existing internal feedback mechanisms?

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How will each of our stakeholders will be impacted by the adoption of the platform?

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## **Choosing the Team**

Thoughts to consider

Consider Managers and members of the Executive team with project management experience or program coordination experience who understand the value of the project. These staff members will be your Operational and Executive Leads.

These staff members will become your **champions**. They play an integral part in driving enthusiasm and maintaining momentum for the project. They will take responsibility for responding to stories that come through while during the preparatory phases of the project.

Site Administrators play the most important role in the project as they are the liaison between service staff and Care Opinion staff. It is important that time to administer the platform is built into their work load.

**TIP:** Service champions are the best fit for the Site Administrator role as their passion aligns with the project goals.

Which staff members are best placed to coordinate the change management process and why?

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Which staff members are passionate for providing patient-centred care stand out and who advocate for hearing the consumer voice?

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Which staff members will be responsibility for administering the platform for the service (Site Administrators)?

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Thoughts to consider

Services (departments/programs) are listed so they can be found by consumers sharing their story.

**TIP:** It is best to list services by the name consumers know them by and/or in the way they are listed on your website.

Care Opinion is designed to be relational and dialogical which is different to traditional approaches to feedback.

**TIP:** It is recommended that all responders to stories participate in the comprehensive **training sessions** provided.

Selection of services to initially roll the platform out is important as staff typically **set their expectations** of the platform based on this first experience.

**TIP:** Think about the services that typically receive a lot of positive feedback or meet the social and emotional needs of consumers as they are likely to start the experience on a positive note.

**The Set-Up**

How do we want our services listed on the Care Opinion platform?

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What tone and approach do you want to take with your responses?

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What departments are most suited to start rolling the platform out with?

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