

Skinnovate STAKEHOLDER IDENTIFICATION TABLE

STAKEHOLDER	ROLE/ RESPONSIBILITY	IMPORTANCE	INFLUENCE	INTERESTS/ POSITIVE IMPACTS	CONCERNS
PATIENTS	Book appointments, track treatments, and access records.	High (Main users)	High (Feedback)	Easy access to dermatology services and treatment tracking.	Data security, availability, treatment accuracy.
DERMATOLOGISTS	Diagnose and treat patients, update medical records.	High (Work/Patients)	High (Features)	Patient management, less paperwork, AI-assisted diagnosis.	AI misdiagnosis, legal responsibility.
CLINIC ADMINISTRATORS	Manage clinic operations, scheduling, and privacy risks.	High (Key operations)	High (Policies)	Improved scheduling, workflow, compliance.	Overbooking, compliance risks, technical issues.
IT SUPPORT	Maintain system security, functionality, and backups.	High (System stability)	Medium (Limited control)	System security, stable performance.	Cybersecurity, technical failures, data loss.
HEALTHCARE REGULATORS	Ensure that the clinic follows medical regulations and protects patient data privacy.	Medium (Legal standards)	High (Regulations)	Legal compliance, patient data protection.	Potential legal issues.
PHARMACY PARTNERS	Process prescriptions and medication orders.	Medium (Treatments)	Medium (No decisions)	Smooth prescription handling, fewer errors.	Prescription mistakes
MEDICAL EQUIPMENT SUPPLIERS	Provide dermatology tools and skincare equipment.	Medium (Indirect reliance)	Medium (Availability)	Steady demand, reliable supply.	Delays, high demand, contract issues.
INSURANCE PROVIDERS	Process insurance claims and reimbursements.	Medium (Payment flow)	High (Financial ctrl)	Smooth claims and billing process.	Delayed payments, incorrect claims, fraud risks.
INVESTORS	Fund and supervise business growth.	High (Funding)	High (Decisions)	Business growth, return on investment.	Slow profits, system failures, competition.
MARKETING & OUTREACH TEAM	Promote the clinic and attract patients.	Medium (Growth)	Medium (Branding)	Brand visibility, patient engagement.	Low engagement.