Stakeholder Management

Name of the project: COVID-19 Clinic

Group: 27

List of group members:

Soohwan Kim

Jacob Vanniejenhuis

Shayan Arif Shah

William Bates

<u>Stakeholder register</u>

Who are they?

Patients, Government, Pharmaceutical Companies, Healthcare Workers / Volunteers

What are their interests?

Patients: Have easy and efficient access to vaccines in local area

Government: Protect citizens and vaccinate large population with reasonable budget

Pharmaceutical Companies: Maximize profits and efficiently distribute

Healthcare Workers / Volunteers: Be safe from covid virus and administer vaccines effectively

Will their interest level vary throughout the project?

Patients: After 1 or 2 vaccines, no longer require services as frequently

Government: Deprioritized after many citizens were vaccinated. May cut costs / prioritize other things.

Pharmaceutical Companies: May have less demand, but their interest would not change over the project

Healthcare Workers / Volunteers: May require balanced work over time due to changing demand of vaccination and want more leniency on safety restrictions

Can coalitions be built?

Pharmaceutical companies and governments can form coalitions to both achieve the goal of getting as many vaccines to patients as possible.

Patients and Healthcare workers can form coalitions to declare safe regulations and follow them.

The power/interest grid

<u>Keep Satisfied</u> Pharmaceutical companies	**<u>Manage Closely</u>** Government
<u>Monitor (Minimum Effort)</u> Healthcare Workers/Volunteers	**<u>Keep Informed</u>** Patients

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Power

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←　　　Interest　　　→

Note: Interest and Power graded 1-2

Stakeholder analysis

Stakeholder Names and Roles	How important? (interest*power)	Current level (Unaware, Resistant, Neutral, Supportive, Leading)	Desired level	What actions are needed, by whom?
Patients	2	Supportive	Supportive	N/A
Government	4	Leading	Supportive	Have reliable ongoing communication with the Government. Frequent updates on project deliverables. By -(Project Team)

Pharmaceutical Companies	2	Supportive	Neutral	Have reliable supply chain and communication. By- (Project Team)
Healthcare Workers / Volunteers	1	Supportive	Supportive	Have an established chain of command. By-(Project Team)

Project Communication plan

Communication deliverable	Audience	Form	Who
Bi-Weekly Project Reports	Government, Healthcare Workers	In-person/Virtual Presentation	Project Team
Projected demand for each area	Pharmaceutical companies	Report / Email	Government
Community Outreach	Patients	Social media, flyers, email.	Project Team
Mid Project Review	Healthcare workers/Volunteers	Presentation	Project Team
Project Closure Meeting	Healthcare workers/Volunteers, Government, Pharmaceutical companies	In-person/Virtual presentation	Project Team