| **Stakeholder Group** | **Stakeholder Name/Role** | **Category** |
| --- | --- | --- |
| **Patients** | Sarah Ayvazyan, Lak Ayer | End Users |
| **Doctors** | Dr. Aftab Khan, Dr. Robert Lee | Service Providers |
| **Nurses** | Santa Murmu, Jessica Gomes | Support Providers |
| **Administrative Staff** | Maria Carter (Scheduler), Ivan Walker (Billing Admin) | Operations |
| **IT Team** | Rajesh Singh (IT Manager), Laura Simkow (Software Developer) | Technical Support |
| **Hospital Leadership** | Executive Management (Assumed) | Strategic Oversight |

**Stakeholder Analysis and Engagement Plan**

**Task 1: Stakeholder Identification and Categorization**

**Task 2: Stakeholder Matrix**

| **Stakeholder Role** | **Influence Level** | **Interest Level** | **Stakeholder Matrix Position** |
| --- | --- | --- | --- |
| Doctors | High | High | Key Players |
| Nurses | High | High | Key Players |
| Administrative Staff | High | High | Key Players |
| IT Team | High | Low | Keep Satisfied |
| Patients | Low | High | Keep Informed |
| Support Staff (e.g. janitors, clerks) | Low | Low | Monitor |
| Hospital Leadership | High | Low | Keep Satisfied |

**Task 3: Stakeholder Engagement plan**

| **Stakeholder Group** | **Communication Methods** | **Purpose of Engagement** | **Frequency** |
| --- | --- | --- | --- |
| **Key Players (Doctors, Nurses, Admin Staff)** | Meetings, Progress Reports, Collaborative Dashboards | Co-create solutions, manage resources, resolve pain points | **Weekly** |
| **Keep Satisfied (IT Team, Hospital Leadership)** | Email updates, Tech status reports, Executive summaries | Inform of strategic progress and system demands | **Bi-weekly** |
| **Keep Informed (Patients)** | SMS/email alerts, Newsletters, In-app surveys | Keep aware of changes, collect feedback on user experience | **Monthly** |
| **Monitor (Support Staff)** | Meeting notes, General memos | Passive updates to maintain general awareness | **As needed** |

**Alignment with Project Goals (from BRD & RTM):**

| **Project Goal** | **Supported By Stakeholder Engagement** |
| --- | --- |
| Reduce patient wait times | Input from Patients, Doctors, Admin Staff |
| Improve resource allocation | Engagement with Doctors, Nurses, IT |
| Enhance inter-departmental communication | Coordination between Admin, Nurses, IT |
| Modernize hospital systems | Collaboration with IT, Admin, Leadership |

**✅ Conclusion**

This stakeholder analysis and engagement plan ensures:

* Stakeholders are informed and involved proportionally.
* The communication is structured to reflect their roles and expectations.
* The project remains grounded in real needs, driving greater adoption and successful implementation.

**Appendix**

* **Stakeholder profiles document and stakeholder matrix**.