Capstone Project - Stakeholder Analysis and Engagement Plan

# Introduction

This document presents the Stakeholder Analysis and Engagement Plan for the HealthFirst Care Capstone Project. The plan ensures that all stakeholders are effectively identified, categorized, and engaged based on their level of influence and interest, aligning project execution with the Business Requirements Document (BRD) and Requirements Traceability Matrix (RTM).

# Task 1: Stakeholder Identification and Categorization

The following stakeholder groups have been identified based on the Stakeholder Profiles and BRD:

|  |  |  |  |
| --- | --- | --- | --- |
| Stakeholder Group | Role/Responsibility | Influence | Interest |
| Patients | Recipients of care, provide feedback, impact satisfaction | Medium | High |
| Doctors | Deliver care, manage appointments, input into workflows | High | High |
| Nurses | Support patient care, manage day-to-day operations | High | High |
| Administrative Staff | Scheduling, billing, communication | Medium | High |
| IT Teams | Implement and maintain hospital systems | High | Medium |
| Hospital Leadership | Approve budgets, oversee strategy | Very High | High |

# Task 2: Stakeholder Influence and Interest Matrix

Stakeholders are categorized into the Power–Interest Matrix as follows:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Stakeholder Group | Role | Influence Level | Interest Level | Category |
| Doctors | Provide patient care, input into workflows | High | High | Key Players |
| Nurses | Support patient care, manage day-to-day operations | High | High | Key Players |
| Hospital Leadership | Strategic oversight, budget approvals | High | High | Key Players |
| IT Teams | Maintain and implement systems | High | Low | Keep Satisfied |
| Administrative Staff | Scheduling, billing, coordination | Low | High | Keep Informed |
| Patients | Receive care, provide feedback | Low | High | Keep Informed |
| Support Staff | Auxiliary services | Low | Low | Monitor |

# Task 3: Stakeholder Engagement Plan

The communication and engagement strategy for each stakeholder group is defined below:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Stakeholder Group | Category | Communication Methods | Purpose of Engagement | Frequency |
| Doctors | Key Players | Weekly meetings, dashboards, direct consultations | Align workflows, gather feedback, ensure adoption | Weekly |
| Nurses | Key Players | Shift briefings, team meetings, surveys | Address staffing/resource concerns, collect frontline insights | Weekly |
| Hospital Leadership | Key Players | Steering committee reviews, reports, dashboards | Strategic alignment, approve resources | Bi-weekly |
| IT Teams | Keep Satisfied | Technical reviews, email updates, demos | System implementation, integration, security | Bi-weekly |
| Administrative Staff | Keep Informed | Training, newsletters, usage guides | Improve scheduling, reduce errors | Monthly |
| Patients | Keep Informed | Surveys, SMS/email updates, portal notifications | Communicate changes, measure satisfaction | Monthly |
| Support Staff | Monitor | General announcements, meeting notes | Awareness only | As needed |

# Task 4: Document Findings

This Stakeholder Analysis and Engagement Plan consolidates stakeholder identification, classification, influence assessment, and tailored engagement strategies. It ensures alignment with project objectives outlined in the BRD and RTM, focusing on operational efficiency, improved scheduling, reduced wait times, and enhanced patient satisfaction. Appendices include Stakeholder Profiles and the Stakeholder Matrix.