

STAKEHOLDER MAPPING

HOW IT WORKS

Use stakeholder mapping to identify all of the players involved in complex interactions and to understand the means for which they engage and communicate. This mapping exercise is a deep dive into all vantage points to be considered in healthcare services and experiences and helps to identify issues, opportunities and influences.

Visually depict the range of individuals involved in the interaction with your product, service or experience—from within and outside of the healthcare organization. Who plays a key role? Who is directly impacted? Where is pressure coming from in the market? Start broad before narrowing your focus.

Stakeholder mapping can make sense of the needs and efforts of various players that comprise healthcare interactions and shed light on the relationships between those players. This exercise offers the ability to organize a point of reference for understanding patients, providers, caregivers and the broader system of clinical and non-clinical support.

We recommend conducting the appropriate user research prior to engaging in this exercise. Be cognizant of your organization's policies and procedures when conducting research.





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HOW TO GET STARTED

1. Generate an exhaustive list of all stakeholders involved in your topic of exploration—think both inside and outside of the hospital.
2. Visually map out the relationship between these stakeholders—determine how each role relates and anticipate how stakeholders may perceive or interact with one another.
3. Brainstorm the key aspects including roles, responsibilities, aims and reach of each stakeholder—
 - What is the extent of their involvement with a particular product, service or experience?
 - What 'angle' do they approach the experience from?
 - What priorities and principles guide their decision-making and how they communicate?
 - What external forces are impacting the qualities of interaction?

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