



Stakeholder Management

Foundational Curricula:
Cluster 10: Leadership & Management
Module 20: Issue and Communication Management
Unit 4: Stakeholder Management
FC-C10M20U4

Curriculum Developers: Angelique Blake, Rachelle Blake, Pauliina Hulkkonen, Sonja Huotari, Milla Jauhiainen, Johanna Tolonen, and Alpo Värri

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Unit Objectives



- Define stakeholder
- Describe the benefits of working collaboratively in an electronic health system
- Describe how to facilitate communications with community agencies and health departments and take appropriate action
- Describe the processes for effectively communicating within the context of the cultural beliefs, behaviors, and needs presented by patients, consumers and their communities, especially as they pertain to health information



Stakeholder Engagement



- In an organization, a **stakeholder** is a member of the "groups without whose support the organization would cease to exist".
- In other words, these members hold a “stake” in the relevancy and success of the organization
- **Stakeholder engagement** is the process by which an organisation involves people who may be affected by the decisions it makes, or can influence the implementation of its decisions
- They may support or oppose the decisions, be influential in the organization or within the community in which it operates, hold relevant official positions or be affected in the long term



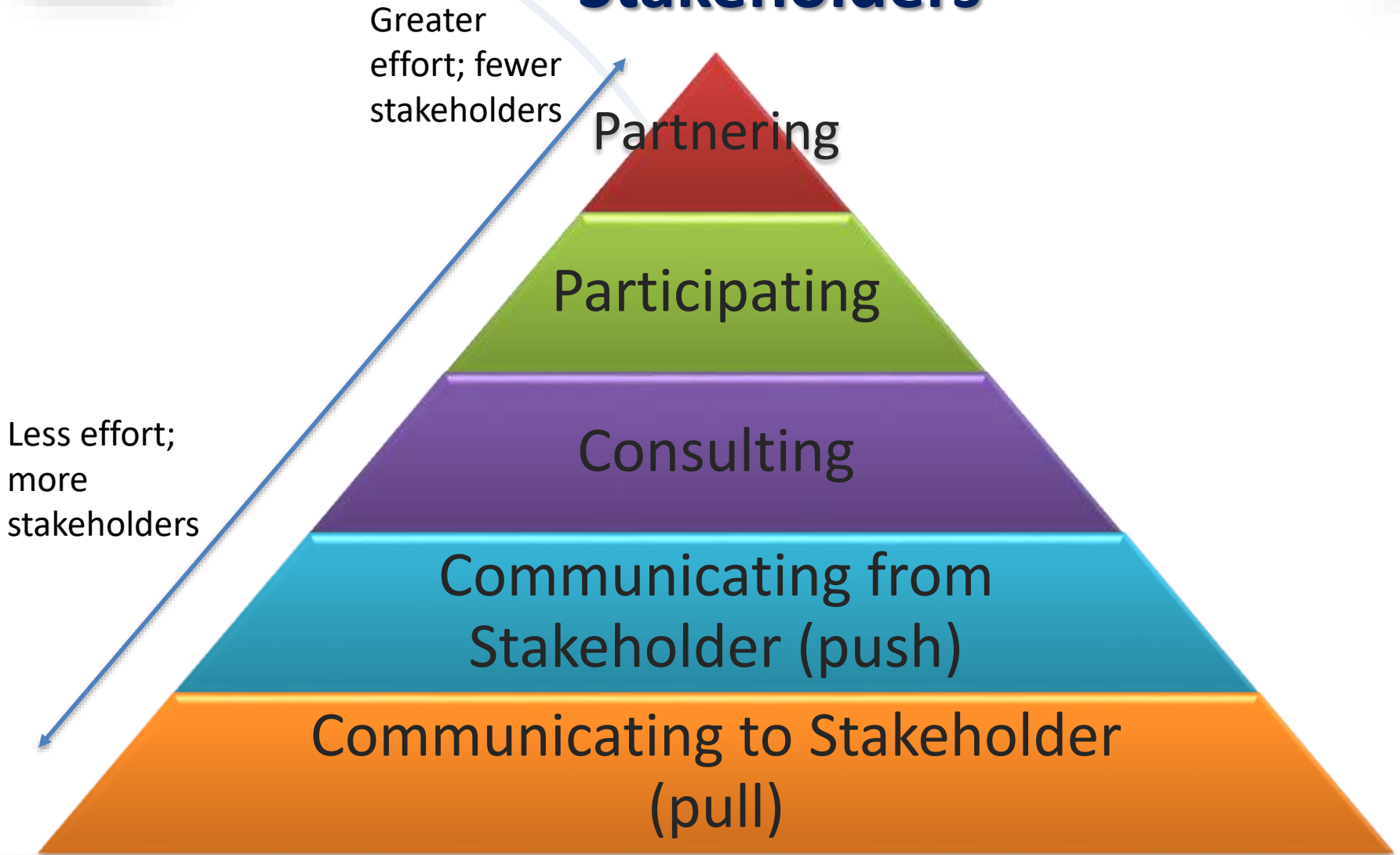
Stakeholder Engagement (cont'd)



- Stakeholder engagement is a key part of **corporate social responsibility** (CSR) and achieving the **triple bottom line** (an accounting framework with three parts: social, environmental and financial).
- Organizations engage their stakeholders in dialogue to find out what social and environmental issues matter most to them about their performance in order to improve decision-making and accountability.
- Engaging stakeholders is a requirement of the Global Reporting Initiative, a network-based organisation with sustainability reporting framework that is widely used around the world. The International Organisation for Standardization (ISO) requires stakeholder engagement for all their new standards.



Types of Engagements with Stakeholders

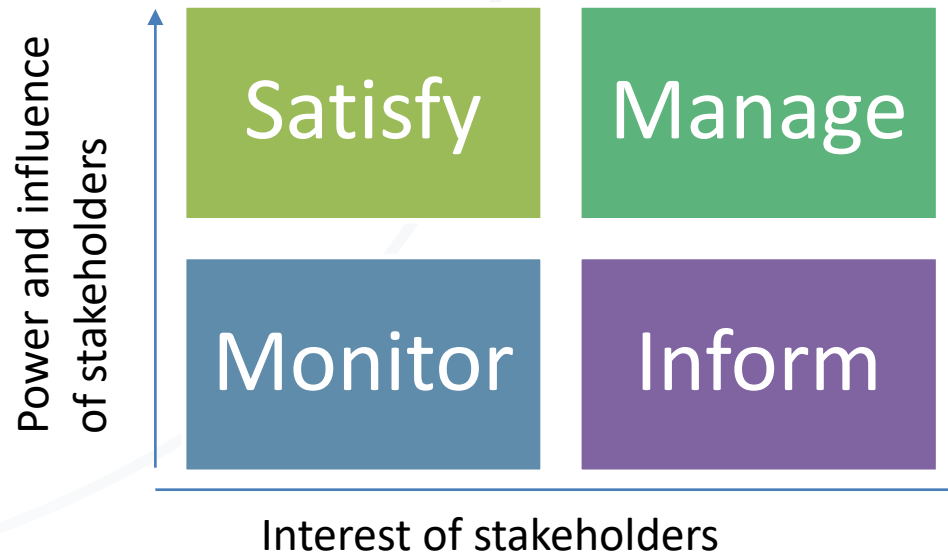


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Stakeholder Management

- Stakeholder management is systematic planning and actions to engage with the stakeholders in the project/organization. Stakeholders are individuals or groups (organizations, companies) in the project, whom are affected by the project outcomes and are interested in the project itself.
- The figure combines the main principles used in stakeholder management: stakeholders need to be satisfied and monitored according to their role in the project, but as their interest is increasing they also need to be managed and accurately informed about the project





Working collaboratively in an electronic health system



- Stakeholders are individuals and groups who are affected by the activities of an organization (e.g. doctors, patients, scientists, policy makers).
- Collaboration in an electronic health system allows individuals to come together on a common platform and work towards the achievement of a common goal by thinking, sharing information, and offering various perspectives to provide solutions.
- It is important to manage all of the stakeholders so that everyone has realistic expectations, feel successful and keep seeing the benefits of working collaboratively.





Working collaboratively in an electronic health system (cont'd)



- Benefits of working collaboratively in an electronic health system:
- **Internal stakeholder (hospital staff)**
 - Facilitate workflow and improve the quality of patient care and patient safety
 - Improves sharing of medical records, quality of care and clinical outcomes.
 - Helps clinicians to make better decisions. Improves the efficiency of communication between patients and members of their healthcare teams.
- **External stakeholder (customers, vendors, experts, government agencies)**
 - Facilitates regional integration and cross-organizational connectivity such as shared care plans, problem lists
 - Supports accepted standards of care, including standard reminders and care plan specific planning and follow-up lists
 - Increases patient engagement and self-efficacy
 - Facilitates receiving results and information without requiring an appointment
 - Lower health care costs by improving coordination of health care services
 - Beneficial in the timely detection and control of disease outbreaks nationally



Communication Facilitation

- Effective communication between stakeholders in a project and between the customer and caregiver in patient care to receive the wanted results
- Communication facilities are changing, when more mobile and internet-based solutions are available. Doctor's appointment or a project meeting in a meeting room are not the only options:
 - Web meetings/consultations via conference calls (video or sound)
 - Email/chat options
 - Phone calls
 - ehealth solutions without any direct contact
 - Traditional physical meetings are still used





Communicating within the context of the cultural beliefs by patients



- Communication has been identified as one of the main barrier to providing culturally sensitive care. Ineffective communication across cultures can lead to an inability to dissatisfaction with care, impede the process of making an accurate diagnosis or reduce patient adherence to recommended treatment. Cross cultural communication of health care professionals can include:
 - **Explaining procedures**
 - When in need of sensitive information, explain procedures carefully before an examination, especially when they may be embarrassing or uncomfortable for the patient
 - **Sharing knowledge**
 - A shared understanding of kidney or of the nature of the circulatory system is necessary is for meaningful discussion about medication, fluid restriction and dialysis



Communicating within the context of the cultural beliefs by patients (cont'd)

- **Avoiding humor**
 - What is funny in one culture might not be in another
- **Changing the modes of discourse**
 - Patient may have the need to maintain harmonious relationships, he/she can give responses that they believe the staff want to hear. A patient may answer “yes” or “no” without understanding the question. Alternatively, many believe they understand the instructions and make errors.
 - Ask a patient to explain what she/he has been told in his/her own words. When you permit two-way communication, this helps prevent misunderstandings and clears up questions people might have





Unit Review Checklist

- Described the benefits of working collaboratively in an electronic health system (FB03)
- Described how to facilitate communications with community agencies and health departments and take appropriate action (FB01)
- Described the processes for effectively communicating within the context of the cultural beliefs, behaviors, and needs presented by patients, consumers and their communities, especially as they pertain to health information (FB07)



Unit Review Exercise/Activity



1. Stakeholders have different “stakes” in an electronic health system. Identify the different stakeholders and their interests in the electronic health systems that your organization, or an organization in a location near you, is using.
2. What are the four main principles in stakeholder management?



Unit Exam



1. Several benefits of working collaboratively in an electronic health system identified from the hospital staff's perspective include
 - a) Reducing administrative and clinical costs
 - b) Improving communication efficiency
 - c) Quality of care and better decision
 - d) All of the above

2. Humor is universal and can usually help bridge the cultural gap.
 - a) True
 - b) False



Unit Exam (cont'd)



3. The most effective way to ensure the patient understands how to take prescribed medicine is to ask in a friendly way: “Do you have any questions?”

- a) True
- b) False

4. Cross-cultural misunderstandings between providers and patients can lead to mistrust and frustration, and can have an impact on clinical outcomes.

- a) True
- b) False