Stakeholder mapping

Time to Talk

Activity description

- Stakeholders are individuals or organizations that have an interest in, are affected by, or have the potential to influence a particular issue or topic.

- In the case of PAH stakeholders include:

  - PAH service providers (hospitals, specialist centers and healthcare professionals)

  - users (patients and carers)

  - governing bodies (those responsible for organizing and regulating PAH care)

  - influencers (individuals and organizations that can influence opinion, including healthcare professionals and the media)

- By prioritizing stakeholders you can target activities to those most likely to help you achieve your objectives
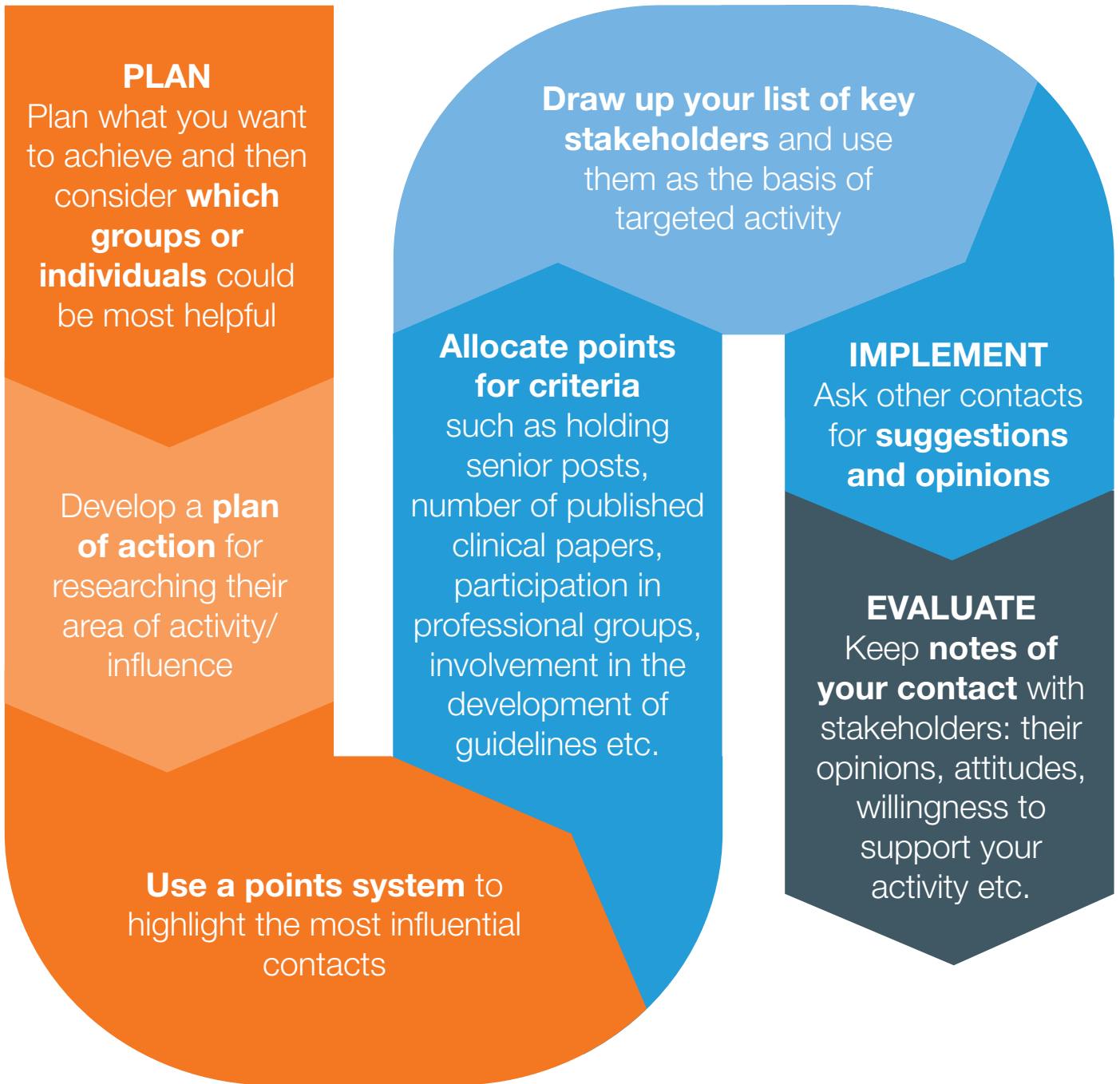
Target audiences

These could include:

- Key clinicians

- Departments responsible for healthcare procurement and funding

- Regulatory advisory committees

- Specialist PAH Centers

- Professional associations

- Patients and carers

- Relevant media – see full list of relevant media in 'Media launch' section

- Members of Parliament and other elected representatives

- Policy makers/government officials, specifically those responsible for healthcare

- Pharmaceutical companies

Key considerations

- **Accuracy is important**: it is better to have a small but accurate list of stakeholders than a huge database

Key steps

PLAN
Plan what you want to achieve and then consider **which groups or individuals** could be most helpful

Develop a **plan of action** for researching their area of activity/ influence

Use a points system to highlight the most influential contacts

Draw up your list of key stakeholders and use them as the basis of targeted activity

Allocate points for criteria such as holding senior posts, number of published clinical papers, participation in professional groups, involvement in the development of guidelines etc.

IMPLEMENT
Ask other contacts for **suggestions and opinions**

EVALUATE
Keep **notes of your contact** with stakeholders: their opinions, attitudes, willingness to support your activity etc.

Top tips

Check and double-check your information to ensure that details such as spelling of names, current title etc. **are accurate**

Update your list **regularly**