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.

Use a points system to highlight the most influential contacts.

**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.

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.

**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.