

How-to-Guide

Step 3: Map stakeholders & decision-making points



Why this use step?

Identify the key decision-makers and critical decision points that shape the delivery of personalized healthcare solutions, and target your change ask accordingly.

How this step strengthens your advocacy efforts:

Focuses influence: Identifies the most influential stakeholders and decision-makers who can drive meaningful change, ensuring your advocacy efforts are directed where they will have the greatest impact

Clarifies the decision-making system landscape: Deepens your understanding of the healthcare ecosystem, including who are key stakeholders, how decisions are made, and where influence lies.

Outputs

A comprehensive mapping of the key decision-making bodies and individuals across your health ecosystem

A prioritization of these stakeholders, based on their relative influence and level of interest within the ecosystem

Guidance on tailored engagement actions, informed by the stakeholder prioritization