

## Step 3: Take a collaborative, interdisciplinary approach

People are more likely to support what they help create. Invite representatives likely to be impacted by iCOPE screening (e.g. nurses, allied health, administrative staff, medical records and IT teams) to be involved. Enlist their ideas and together explore how iCOPE screening impacts them and how you can work together.

Effective perinatal care often requires coordinated contributions from a range of health professionals and services. This multidisciplinary nature of care means that several groups can be impacted by, have interest in or influence over the outcome of your iCOPE program.

It's good practice to dedicate time to identifying all relevant stakeholders from the outset of your program and create a plan for working with them to make iCOPE a success.

### IDENTIFYING STAKEHOLDERS:

Identifying stakeholders may sound like a daunting task but it's really as simple as getting a few colleagues together to map the patients' journey and note any groups who are involved in, or have an interest in, the outcomes of your patients'/clients' care.

Keep in mind, your stakeholders may be internal to your setting (eg. executives, midwives, clinicians, administrative staff, IT and/or medical records departments). Stakeholders can also be external (eg. patients themselves, GPs, other clinicians or services you refer to, your PHN and other networks and industry influencers such as COPE).

Don't stress too much about getting the 'perfect' list the first time. Identification is likely to continue throughout your project, particularly as stakeholders mention others in conversations.

### COLLABORATION AND ENGAGEMENT:

Engagement and collaboration can take many forms. It may be a simple keeping people informed of progress and decisions (IF that's all THEY want) through to formally inviting representatives to be represented on working groups to help design and champion the program.

The best approach will depend upon a range of factors unique to each group – such as the nature and level of their interest, their level of influence, their attitude to and acceptance of digital screening, the level of impact iCOPE will have on their day-to-day activities and their level of trust.

Once you have brainstormed your list of your stakeholders, think about how you will approach them, invite them to be engaged, and work with them to support your program. Contemplate not only what *you* might need from individuals but importantly, what *they* might need from you – including how much they currently know about iCOPE and what's in it for them.

If you are not sure about a group or how best to engage them, it's ok to ask and really good practice to validate your assumptions! Dedicated meetings and taking advantage of informal opportunities to discuss the program, can help you to identify just how people might want to be included.

Remember, implementation is a social process. The more sense of control people feel, the more receptive they tend to be.

### QUICK TIPS:

- You may want to build confidence by starting with a specific team or setting.
- There are many ways to keep track of stakeholder lists. A sample Worksheet here may be helpful. Your facility may also have templates.
- The key is to put this information on paper. This allows you to share it with a project team and regularly update and track progress throughout your implementation program.

### A NOTE OF CAUTION:

- ❖ It's vital to understand that not everyone will be receptive to digital screening right away. Even if they think it's a great idea, they might have concerns and questions or have other priorities or commitments.
- ❖ Remain empathetic. Encourage people to talk about their questions. Listen openly, give them opportunity to be involved and offer ideas to address concerns.