Identification and Recruitment of Patients and Other Stakeholders

This worksheet comprises four steps:

Step 1: Identify relevant stakeholder communities
Step 2: Describe the rationale for including each stakeholder community
Step 3: Determine a target number for each stakeholder community and sub-community
Step 4: Identify the names of individuals and organizations

Step 1: Identify relevant stakeholder communities

Tip: To complete Step 1 and Question 1, scan the 7Ps Framework and consider whether all of the seven stakeholder communities make health care decisions that are relevant to your research question.

The 7Ps Framework

Category	Description
Patients and Public	Current and potential consumers of patient-centered health care and population focused public health, their caregivers, families and patient and consumer advocacy organizations.
Providers	Individuals (e.g. nurses, physicians, mental health counselors, pharmacists, and other providers of care and support services) and organizations (e.g. hospitals, clinics, community health centers, community based organizations, pharmacies, EMS agencies, skilled nursing facilities, schools) that provide care to patients and populations.
Purchasers	Employers, the self-insured, government and other entities responsible for underwriting the costs of health care.
Payers	Insurers, Medicare and Medicaid, state insurance exchanges, individuals with deductibles, and others responsible for reimbursement for interventions and episodes of care.
Policy Makers	The White House, Department of Health and Human Services, Congress, states, professional associations, intermediaries, and other policy-making entities.
Product Makers	Drug and device manufacturers
Principal Investigators	Other researchers and their funders

<u>To complete this step, answer the following questions:</u>

1. Who are the decision-makers the research is intended to inform? These are your primary stakeholders.

2. Who is affected by decisions made by the key stakeholders? These are your secondary stakeholders.

TIP: if you are applying to for patient-centered outcomes research funding, patients are always a key stakeholder group

Step 2. Describe the rationale for including each stakeholder community

Tip: As you complete Steps 2 through 4 below, use the table shell on the next page to carefully document the process and results. The table includes 7P stakeholder communities in the major rows. Start by listing in secondary rows all of the stakeholder sub-communities you identified in Step 1, then proceed to the following questions.

1. What decisions do primary stakeholders (decision-makers) have to make?

2. How can research lead to informed decision-making for these stakeholders?

3. In what ways can the involvement of secondary stakeholders support the research process and its outcomes?

4. To elaborate further on your response to questions 2 and 3, how can engagement with each of the stakeholders:
   a. Improve the relevance of your research questions(s)?

   b. Increase the transparency of your research activities?

   c. Accelerate the adoption of evidence in stakeholder decision-making?

Step 3. Determine a target number for each stakeholder community and sub-community

<u>To complete this step, answer the following questions:</u>

1. Will multi-stakeholder voting or prioritization will take place? If yes, how does the target number of each community establish a reasonable balance of perspectives?

2. In what activities will stakeholders be involved?

3. How do the planned activities influence target numbers for each stakeholder community and sub-community?

4. What additional considerations, if any, did you use to establish the target number for each stakeholder community and sub-community?

5. How does the target number for each community help you maintain a balance of perspectives?

Stakeholder Community	Rationale for Involvement		Target #	Name
	Decisions they make	How they are affected		
Patients				
Providers				
Payers				
Purchasers				
Policy makers				
Product makers				
Principal Investigators				

Step 4. Identify the names of individuals and organizations

Effective stakeholders possess good communication skills. They can articulate their perspectives clearly and are able to hear other perspectives. In some fields, semi-professional stakeholders may be available to serve as patient or community representatives. The advantage of these individuals is that they understand the research process and often are prepared to be successful as stakeholders. At times, however, these individuals may be so professionalized that they are less effective at representing their constituency

To identify names, you might use personal and professional networks, literature reviews, membership lists from previous panels, or even consider taking a sample from a population of interest. Make the initial contact with potential stakeholders via e-mail or phone. Record the response, acceptance and attrition rates.

<u>To complete this step, answer the following questions:</u>

1. What process did we use to identify organizations and individuals to represent each stakeholder community and sub-community? If you used different methods for different groups, specify. Your responses may be drawn from the following options, or they may include other processes.
    - Personal and professional networks
    - Literature reviews
    - Membership lists from previous panels
    - Random sample

2. Which of the proposed stakeholders, if any, are ‘professionalized’ representatives of their stakeholder community?

3. What evidence does the research team have that the proposed stakeholders can articulate their perspectives?

4. What evidence does the research team have that the proposed stakeholders can hear other perspectives?