|  |
| --- |
| **Implementation Team Communication Responsibilities** |
| **Lead Member** | **Responsibilities** | **Communication Activity** | **Deadline/timeframe** | **Audience** | **Identified Risks** |
| **Clinical Implementation Project Lead/Clinical Champion****Consultant Gastroenterologist/ CCG Lead/Lead GP** | Responsible for clinical leadership, directing education, relationship building, identifying hurdles and promoting the implementation pathway | Facilitate session at GP tutorials to introduce the new pathway incorporating FC testingPresentations at pre-scheduled meetings with GP practicesLiaison with other stakeholdersOnline forums | At the initial early stages of the projectEither prior to or at the beginning of the implementation processOngoing throughout the implementation of FC testing | Clinical peers and other clinical staff | Clinical staff will not engage and will not follow the new care/treatment algorithm. This will impact any potential evaluation demonstrating the impact of introducing FC testing into primary care. |
| **Executive Sponsor****Medical Director** | Responsible for providing organisational drive through influencing stakeholders and giving formal backing to project | Presentations at pre-scheduled meetingsFeedback to BoardManagerial Leadership | Ongoing throughout the project life | All staff & external stakeholders | Competing organisational priorities and other more high profile projects may put FC testing implementation at risk. |
| **Clinical Audit facilitator/ Information Analyst** | Responsible for the development & implementation of audit tools | Produce data reports for publication in Bulletins, at project meetings and inTrust Newsletters | Ongoing throughout the project life. | All Stakeholders | Accuracy, timeliness and the quality of the data collected in view of the need for input from primary and secondary care who may have a variety of systems and software in operation. |
| **Project Manager** | To co-ordinate and align delivery of the communication plan with the project as whole | Schedule meetings, workshops, focus groups, develop circulation lists, produce newsletters, organise training, draft key reports | In line with project plan | All Stakeholders including the implementation team | Communication within Implementation Team is sub-optimal due to requirement of a variety of different health professionals from primary and secondary care.  |