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| **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 testing  Presentations at pre-scheduled meetings with GP practices  Liaison with other stakeholders  Online forums | At the initial early stages of the project  Either prior to or at the beginning of the implementation process  Ongoing 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 meetings  Feedback to Board  Managerial 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 in  Trust 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. |