

Complete Ophthalmic Services CIC

Stakeholder Management & Communication Plan

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Document History

Document Owner

The owner of this document is:
Complete Ophthalmic Services CIC

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This document is only valid on the day it was printed and the electronic version is located **TBC**

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Revision History

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Version number	Revision date	Previous revision date	Summary of changes	Changes marked
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Approvals

This document requires approvals to be signed off and filed in project files

Name	Signature	Responsibility	Date of issue	Version
Christopher Kerr	Christopher Kerr	Director		2
Charles Greenwood	Charles Greenwood	Lead		2

Distribution

This document has been distributed as follows

Name	Responsibility	Date of issue	Version
COS Directors	Complete Ophthalmic Services CIC	1/4/2014	1
COS Directors	Complete Ophthalmic Services CIC	1/6/2015	2

Purpose

The purpose of the Stakeholder Management and Communication Plan is to help manage stakeholder communications in a controlled and co-ordinated manner and to ensure that individual stakeholder needs are addressed. The Plan identifies all parties with an interest in the mobilisation and delivery of Community Optometry Service as well as the means and frequency of communication between them and Complete Ophthalmic Services CIC. Good communications are vital for successful implementation and ongoing delivery of the service.

Stakeholder Management

The following approach to Stakeholder Management has been adopted:

- Identify Stakeholders and group appropriately
- Develop a Stakeholder Map showing the different stakeholder interest in the Programme
- Identify how the Company will engage each stakeholder, including all intended mechanisms for communication
- Define mechanisms for encouraging feedback from stakeholders and responses to feedback
- Define measures to determine how well stakeholder communications process is engaging with stakeholders

Stakeholder Map

The Stakeholder Map identifies and describes the key stakeholders that will need to be engaged and communicated with to ensure the successful mobilisation and delivery of the Community Optometry Services.

Stakeholder	Description/Interest	Comment
Patients	Service recipients	Also include community groups
CCGs - GP lead for ophthalmology	CCG lead for service	
CCGs - Service commissioners	Manage provision of the service	
GP Practices	All GP practices in Croydon	Good historical relationships and established communication channels in place between local optometrists and GPs

Stakeholder	Description/Interest	Comment
Local Optical Committee	Represents local optometrists, opticians and practices	Valuable route to communicate with local optometrists, opticians and practices
Optical Practices – participating as subcontractors to provide the services	Subcontractors to the Company both providing and referring into the services	Will employ or contract with community optometrists
Optical Practices– not participating as subcontractors to provide the services	Providers of General Ophthalmic services whose patients may be referred to/managed by the community service	LOC will be valuable route to communication. Will employ or contract with community optometrists.
Secondary Care	Clinicians and other staff in ophthalmology clinics who will receive referrals from the community service and/or be responsible for discharging patients to the community service. e.g. glaucoma monitoring	Good working relationship already in place with Ophthalmology Clinical Lead
Community ophthalmology clinicians	Includes specialist nurses and GPs with Special Interest	May not be any in the region covered by this contract
Local Eye Health Network	links across all boundaries	
Local Medical Committee	Represents local GPs and practices	
Local Pharmaceutical Committee	Represents local pharmacists	
HealthWatch Croydon	Represents patients/public	
Voluntary organisations	In particular Sight Concern Croydon	
Social Services	Responsible for hard to reach and vulnerable groups	

Communication Plan

The Communication Plan contains information about each Stakeholder group together with other relevant information including the media for communicating with each identified group.

Stakeholder	Role	Info. Requirements	Channels	Timing
Patients	Service Recipients	Why, what, how & where & when of services Clinical information,	Service Promotion Leaflets, Local signposting, Media, Patients group meetings	During mobilisation & ongoing
CCGs - GP lead for Ophthalmology	End to end pathway clinical lead	Audit information Require clarification of role versus service commissioners to identify full communication needs	Direct meetings / relationship with the LOC Company and LEHN	During mobilisation, quarterly / as required by commissioner
CCGs - Service commissioners	Customer for service, quality and value for money	Mobilisation Plan, progress against mobilisation. Risks & issues, mitigation of and identification of new. Service improvements. Regular reporting on service delivery and performance against KPIs etc.	Direct meetings / relationship with the LOC Company and LEHN electronic reports	During mobilisation, monthly / quarterly, as required by commissioner
GP Practices	Main referrer for Community Ophthalmology Service	Details of services and signposting Feedback on service performance, in particular to improve levels of appropriate referrals Referrals & Reports	Service Promotion Leaflets, Direct meetings and as advised by the CCG and LMC electronic / Fax reports	Stakeholder meeting during mobilisation, then at a frequency to be agreed with GPs
Local Optical Committee	Representatives of local opticians practices and optometrists	The LOC and the LOC Company have a memorandum of understanding and include common of key individuals. The LOC Company will report regularly on the performance of the services to the LOC	Commonality of key individuals, LOC meetings	Continuous
Optical Practices – participating as subcontractors to provide the services	Subcontractors to the Company	Details of services and signposting. Service providers will need to be kept up to date with all aspects of service provision, including training, feedback on performance and clinical governance, provide and receive audit data. Referrals & Reports	Launch meeting, eNews, website, review meetings (if required), and via LOC communication channels	During mobilisation, quarterly, or more frequent if required (e.g. service changes)

Stakeholder	Role	Info. Requirements	Channels	Timing
Optical Practices – not participating as subcontractors to provide the services	Providers of General Ophthalmic services whose patients may be referred to/managed by the community service	Details of services and signposting. Feedback on referrals.	eNews, website and via LOC communication channels	During mobilisation, quarterly, or more frequent if required (e.g. service changes)
Opticians and Optometrists	Delivering the service or referring patients to colleagues that do	Details of services and signposting. Service providers will need to be kept up to date with all aspects of service provision, including training, feedback on performance and clinical governance, provide and receive audit data. Referrals & Reports	Launch meeting, eNews, website, review meetings (if required), and via LOC communication channels	During mobilisation, quarterly, or more frequent if required (e.g. service changes)
Secondary Care	Patient selection for some services and will receive referral from services	Details of services and patient selection criteria. Provide and receive patient outcome information (key for meaningful audit and quality of service). Provide and receive audit data. Referrals	Service Promotion Leaflets , Direct meetings / relationship with the LOC Company and LEHN electronic / Fax reports	During mobilisation and then at a frequency to be agreed with secondary care reports
Community Ophthalmology clinicians		To be confirmed – may not be relevant to this plan		
Local Eye Health Network	NHS England hosted network of all eye health stakeholders to support CCGs, Health and Wellbeing Boards etc. to improve patient outcomes	Details of services and signposting. Audit reports and other information to support service improvement or redesign proposals as required	LEHN meetings and email network	As specified by LEHN
Local Medical Committee	Representatives of local GP practices	Details of services and signposting. Service performance and improvement, audit results – two way	, eNews, e-mail, meetings if required	During mobilisation and at a frequency to be agreed with the LMC

Stakeholder	Role	Info. Requirements	Channels	Timing
Local Pharmaceutical Committee	Representatives of local pharmacists	Signposting	eNews, email	During mobilisation, and then as required (e.g. changes)
HealthWatch ^{area}	Represents the patients/public	Signposting, scheme accessibility, communication with public, audit results	Service Promotion Leaflets, launch meeting, LEHN (meetings, eNews, e-mail)	During mobilisation, quarterly updates
Voluntary organisations	Provision of support and services to visually impaired	Signposting, may receive referrals following service provision	Service Promotion Leaflets, Launch meeting, LEHN (meetings, eNews, e-mail)	During mobilisation as required
Social Services	Access to hard to reach and vulnerable groups	Signposting, may receive referrals following service provision	Service Promotion Leaflets, Launch meeting, eNews, e-mail	During mobilisation and as required