

Utilizing Stakeholders as Communication Partners

A. Rani Elwy, PhD

Director, Healthcare Communication Research, VA HSR&D Center for
Healthcare Organization and Implementation Research, VA Boston
Director, Implementation Science Core, Department of Psychiatry and
Human Behavior, Brown University

July 16, 2018

Stakeholder Definition

Any individual, group, or organization that can affect or can be affected by another individual, group, or organization

(Friedman & Miles, 2002)

The more salient a stakeholder is, and the more central in the network, the stronger the influence

(Kok et al, 2015)

Poll

- Why is it important to collaborate with stakeholders when communicating to the public about research? (*check all that apply*)
 - Researchers are terrible communicators
 - Stakeholders are nicer people
 - Need to fit the messenger with the message
 - Using most trusted sources of information is critical for communication

Poll

- Who has worked with stakeholders to communicate with the public about any aspects of research? (*select one*)
 - Yes, I've done this once
 - Yes, I've done this many times
 - No, but I've thought about it
 - No, it's never occurred to me, but tell me more!

Theory of Diffusion of Innovations

Key features of the innovation for adoption include:

- a perceived **relative advantage**,
- **compatible** with perceived needs, values and norms,
- low complexity,
- amenable to being **tested** on a limited basis,
- benefits are **observable**, and
- potential for **reinvention or adaption** to local circumstances

PEER-TO-PEER CONVERSATIONS

Stakeholder Theory

- Who are our current and potential stakeholders?
- What are their interests/rights?
- How does each stakeholder affect us?
- How do we affect each stakeholder?
- What assumptions do we make about each important stakeholder?

Identifying Stakeholders

- ***Supportive*: high cooperative potential and low competitive threat**
 - board of trustees, managers, employees, non-profit organizations
- ***Marginal*: low cooperative potential and competitive threat**
 - consumers' interest groups, professional associations for employees
- ***Non-supportive*: low cooperative potential and high competitive threat**
 - competitors, unions, media and elected officials
- ***Mixed Blessing*: high cooperative potential and competitive threat**
 - client and organizations with complimentary products and services.

Stakeholder Mapping

Potential for Cooperation

Potential for Threat

| | Low | High |
|------|---------------------------------------|---|
| Low | Type: Marginal Strategy: Monitor | Type: Non-Supportive Strategy: Defend |
| High | Type: Supportive Strategy: Involve | Type: Mixed Blessing Strategy: Collaborate |

Stakeholder Strategies

- ***Involvement strategy: supportive stakeholders***
 - Adopt the stakeholder position; link the [research] program to others that the stakeholder views favorably to continue support
- ***Defensive strategy: non-supportive stakeholders***
 - Goal is to prevent threats; encourage the stakeholder to help drive the process
- ***Collaborate strategy: mixed blessing stakeholders***
 - Hold forums, make decisions together
- ***Monitor strategy: marginal stakeholders***
 - Maintain current position; assess stakeholders' views



Stakeholders in the Media

- The insulin pen health scare has undermined trust in the care at the Buffalo VA Medical Center.
- Buffalo News file photo on January 16, 2013 - 12:01 AM
- VA HSR&D SDR 11-440
- Maguire et al, BMC Health Services Research, 2016

Media Analysis
n=148 reports

"In my years in public service, this is one of the issues that has made me madder than anything I've ever seen," he said in a statement issued afterward.

"I can only imagine the horror and anger our veterans must be feeling after receiving this letter," Mr. Y said. "They have every right to be angry. So am I."

"The VA has a lot of work to do to regain our veterans' trust, and I still await a response as to how the VA plans to make this situation better."

**Non-
supportive
Stakeholders**



Supportive Stakeholders



Stakeholder Examples

Steering Committees/Advisory Boards

Stakeholders on Research Team

Veteran Engagement Groups

Advocacy Groups

Research participants

Colleagues

University social media

Steering Committees



Bill Rausch

@RauschB

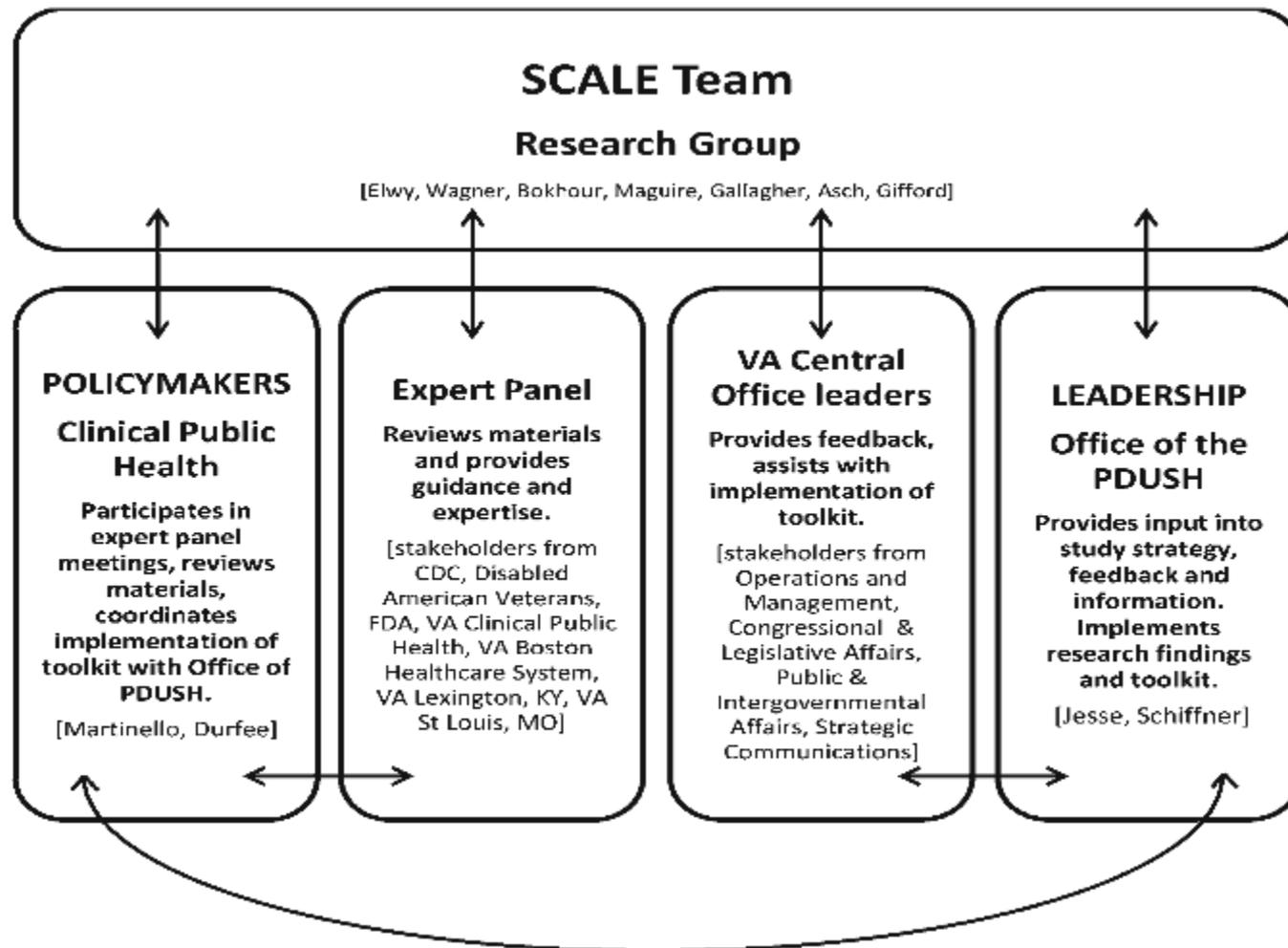


Following

Team CIDER wraps up a remarkable day focused on vets, VA research and collaboration! [@iava](#) [@vahsrd](#) [@DeptVetAffairs](#)



Stakeholders on Research Team



Advocacy Groups



Search by website... [Go!](#)

[Home](#) [Warrior Summit](#) [Projects](#) [Partnership](#) [Resources](#) [Grants](#) [News](#) [Veteran Health Coalition](#)



Welcome to Dryhootch Partners for Veteran Health

Dryhootch Partners for Veteran Health is a community-based partnership for health focused on improving outcomes for veterans across a wide variety of health and mental health outcomes.

[Learn More](#)

Veteran Centered Research & Action

Warrior Summit

Join the conference and Warrior Collaborative Research & Clinical Evaluation by Dryhootch Partners for Veteran Health is...

[Read More](#)

Projects

Find a project goal or problem we've tried to solve. Get support for your project or service...

[Read More](#)

Resources

Research Findings, Technical Reports, Training Materials

[Read More](#)

Veteran Centered Research & Action

<http://dryhootchpartners4health.org/projects/>

Stakeholder Team

People

Mark Flower, Director of Community Programs, Dryhootch

Bob Curry, President, Dryhootch

Mike Crawford, Peer Support Manager, Dryhootch

Dawn Zak, Mental Health America

Zeno Franco, PhD Medical College of Wisconsin (MCW)

Leslie Patterson, PhD MCW

Ginny Stoffel, PhD, UW-Milwaukee

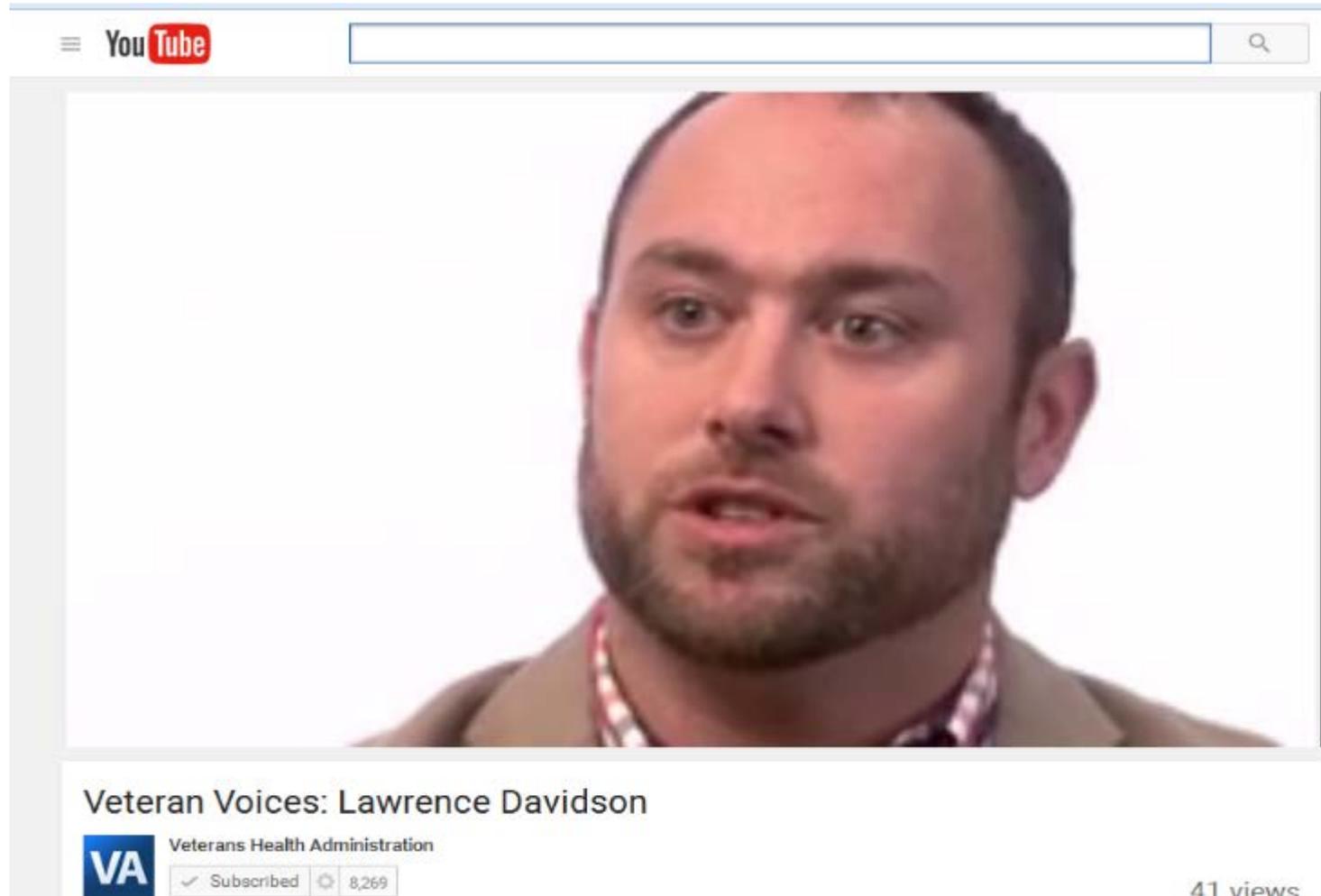
Stephen Melka, PhD, Milwaukee VA Medical Center

Jeff Whittle, MD, MPH, Milwaukee VA Medical Center/MCW

Carletta Rhodes, Program Coordinator, MCW

Karen Berte, PhD, Milwaukee VA Medical Center (Ret.)

Research Participants



The image shows a screenshot of a YouTube video player. At the top left is the YouTube logo. To its right is a search bar with a magnifying glass icon. The main video frame shows a man with a beard and short hair, wearing a brown jacket and a patterned shirt, speaking. Below the video frame, the title "Veteran Voices: Lawrence Davidson" is displayed. Underneath the title is the channel name "Veterans Health Administration" with a blue "VA" logo. To the right of the channel name are two buttons: "Subscribed" with a checkmark and a gear icon, and "8,269" with a gear icon. In the bottom right corner of the video player area, it says "41 views".

YouTube

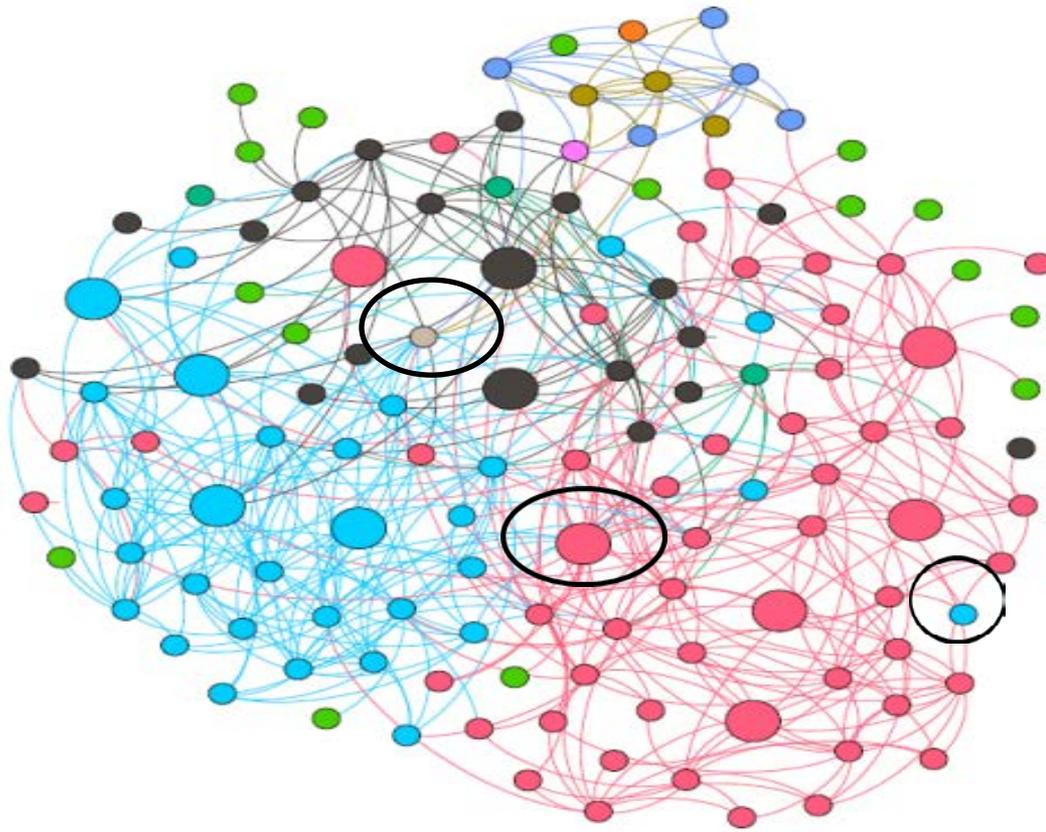
Veteran Voices: Lawrence Davidson

Veterans Health Administration

Subscribed 8,269

41 views

COLLEAGUES



“Which colleagues do you speak to regularly at work?”

- Social worker
- Psychologist
- Other
- Psychiatrist
- Nurse (intensive case management)
- Nurse (added to study)
- Readjustment counseling specialist (intensive case management)
- Nurse case manager (intensive case management)
- Psychiatrist (also intensive case management)
- Psychologist (also intensive case management)

Larger circles indicate provider referred patient to the RCT. Color of edge indicates its source node.

Elwy et al, under review

Twitter

Your colleagues are your stakeholders in terms of your professional circles. Tag them on Twitter to get the word out about their great work.

Colleagues—if you’ve been “cited” on Twitter, do the same for others. What comes around, goes around.

Engage in conversation with stakeholders who may communicate on your behalf—take that risk! But do your homework in advance. Who might be best to engage with?

Colleagues on Twitter



Steven Asch
@steveaschmd

Following

See what you can do without restrictive fee-for-service in health? #VA gave patients tablets to improve performance on access to #Mentalhealth care. @DonnaZulman @vahsrd #HealthIT

| | 6 Months Before Tablet Shipment | 6 Months After Tablet Shipment |
|--|---------------------------------------|--------------------------------------|
| # Psychotherapy encounters among tablet recipients with MH diagnoses | 7.0 (17.4) | 11.6 (23.9) |
| Proportion with ≥ 3 psychotherapy visits in 6 wks* | 31.6% | 40.2% |

Adaptation of the SAIL mental health continuity of care measure, PSY33

N = 5,077

11:39 AM - 12 May 2018



Rani Elwy @ranielwy · 24 Jun 2017

Who congressional staff follow re #health #policy on Twitter (in red) @sarahkliff is top, not a surprise! @davegrande #AHTranComIG #ARM17

| NAME | FOLLOWERS | TWEETS | # STAFF FOLLOW |
|----------------------|-----------|--------|----------------|
| Sarah Kliff | 35,079 | 10,987 | 26 |
| Brendan Buck | 11,700 | 9,040 | 16 |
| Chelsea Clinton | 556,776 | 2,048 | 16 |
| HHS.gov | 399,315 | 3,227 | 14 |
| HealthCare.gov | 175,683 | 1,513 | 14 |
| Energy and Commerce | 17,019 | 5,346 | 14 |
| Planned Parenthood | 111,147 | 14,783 | 13 |
| Sen. Tom Coburn M.D. | 78,052 | 1,300 | 13 |
| NYTimes Health | 638,468 | 20,472 | 12 |
| The Hill Healthwatch | 14,294 | 8,783 | 11 |
| NPR Health News | 478,127 | 8,775 | 10 |
| Kathleen Sebelius | 39,359 | 778 | 9 |
| WSJ Health News | 374,706 | 8,073 | 9 |
| DC Fire and EMS | 21,905 | 16,933 | 9 |
| Kaiser Family Found | 46,722 | 6,019 | 8 |
| WHO | 1,363,230 | 11,329 | 8 |
| Jennifer Haberkorn | 6,557 | 6,186 | 8 |
| Health_Affairs | 77,566 | 3,464 | 7 |
| Kaiser Health News | 73,652 | 7,228 | 7 |

2 6 8



Rani Elwy @ranielwy · 24 Jun 2017

Only verified Twitter accounts. They stated it was hard to always tell. And before she went to Vox.

1



Sarah Kliff @sarahkliff · 25 Jun 2017

Thanks for sharing this! Just curious - what is this measuring?

1 1



David Grande

@davegrande

Follow

Replying to @sarahkliff @ranielwy

Paper finally out today, shar.es/1Ti1y8 details on top health policy sources (though a bit dated given slow publishing process!)

University Social Media

Mantram Repetition Effective in Treating Veterans with PTSD

POSTED ON: June 20, 2018

TOPICS: [insomnia](#), [meditation](#), [mental health](#), [PTSD](#), [traumatic events](#), [veteran health](#), [veterans](#)



One-on-one therapy based on the repetition of a mantram, a word or phrase with a spiritual meaning, is an effective method of reducing PTSD symptom severity and insomnia in veterans, according to a new study co-authored by a School of Public Health researcher.

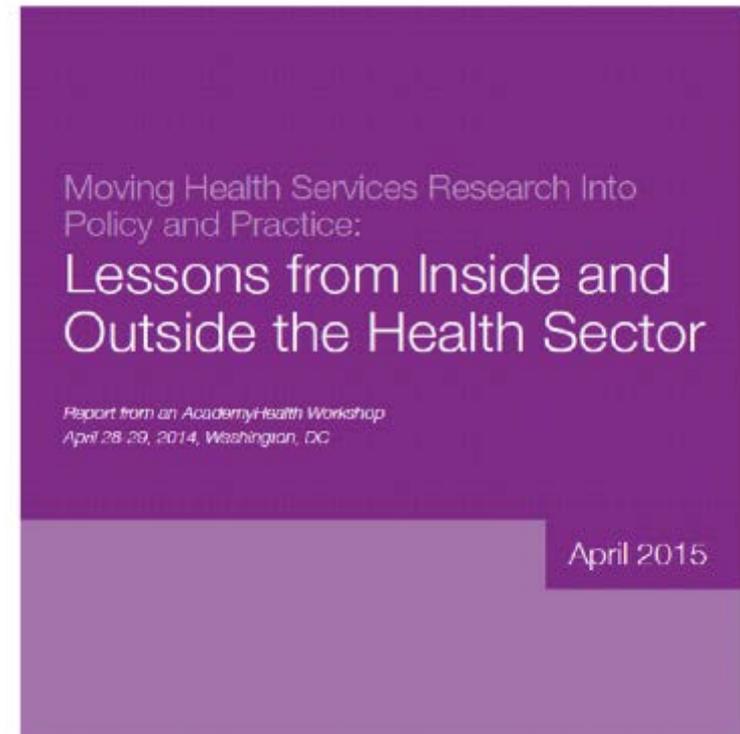
The study, published in the *American Journal of Psychiatry*, is the first randomized controlled trial of individually delivered mantram therapy for PTSD in a group of veterans. The researchers found the veterans in mantram repetition therapy had significantly greater improvements in PTSD symptom severity and insomnia, and 59 percent no longer met the criteria for PTSD after two months, compared to 40 percent of veterans receiving another non-trauma-focused therapy.

Other Examples?

Please share if you have other ways of utilizing stakeholders as communication partners

Translation & Dissemination Institute

- Linking Research with Policy and Practice
- Framing Research to Increase its Usefulness for Policy and Practice
- Communicating Research More Effectively



AcademyHealth Interest Group

Translation and Communications Interest Group

The Translation and Communications Interest Group is comprised of researchers, policymakers, advocates, journalists, consumers, practitioners and others interested in improving the quality of healthcare.

SHARE



Overview

The Translation and Communications Interest Group is comprised of researchers, policymakers, advocates, journalists, consumers, practitioners and others interested in improving the quality of healthcare. The group focuses on practical ways to understand, translate, and communicate research findings to meet the needs of various audiences, including improving the quality of information that informs health policy development. Topics of interest include effective communication, such as understanding how media messages affect knowledge, opinions, and politics, and how research findings can be effectively translated and incorporated into healthcare programs. The Interest Group also seeks to provide members with professional development opportunities to improve communication and translation skills.

Join This Interest Group

Interest group participation is a benefit of AcademyHealth membership. Nonmembers can join the IG mailing list to receive updates and event announcements.

Professional Resources

[Awards](#)

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[Funding Opportunities](#)

[Interest Groups](#) ^

[Advocacy](#)

[Behavioral Health Services Research Interest Group](#)

[Child Health Services Research Interest Group](#)

[Disability Research Interest Group](#)

[Disparities Interest Group](#)

[Global Health and Health Care Interest Group](#)

[Health Economics Interest Group](#)

[Health Information Technology Interest Group](#)

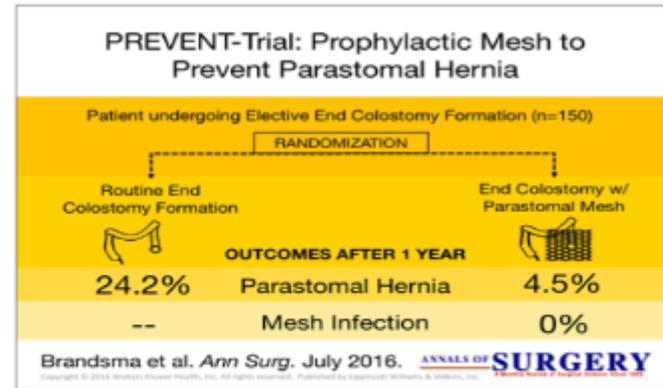
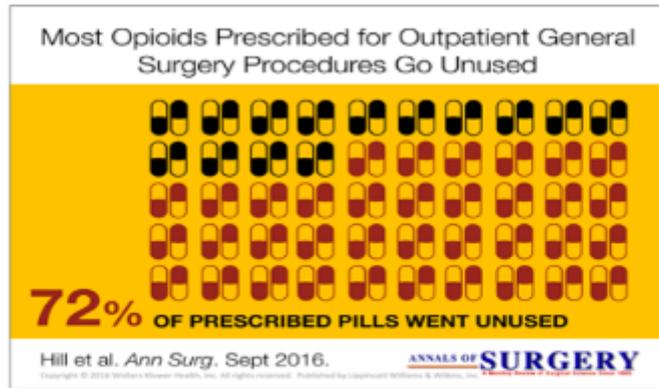
T&C IG Pre-Conference ARM 2018

WHAT IS A VISUAL ABSTRACT?

Simply put, a *visual abstract* is a visual summary of the information usually found within the abstract portion of an article. Similar to the actual text abstract of a research article, it is meant to convey the key findings of the article in a shorter format.

WHAT IS A VISUAL ABSTRACT?

“A visual summary of the information contained in the abstract.”



THANK YOU!

Rani.Elwy@va.gov

rani_elwy@brown.edu

@ranielwy

