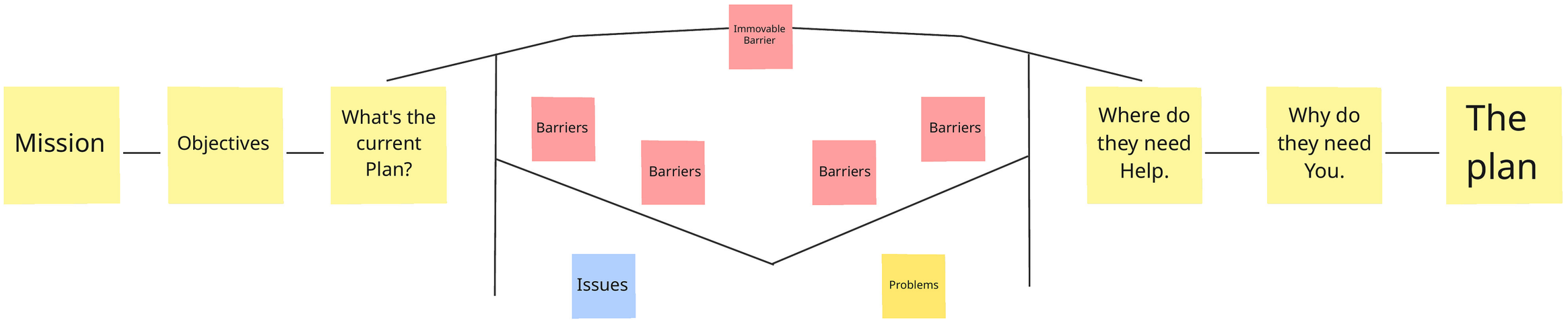
AGENCY
HEALTHCARE DEMAND GENERATION

Stakeholder Problem Mapping



What is it that the customer is looking to achieve? This could be the cadence of their role 'improve clinical outcome delivery', a project aim 'Select a supplier for ventilators' or an overall target i.e. 'hit end of year number'

What critical factors determine their success? These are key milestones / KPIs or vlaues that are set to determine both how they get there and end point or items that must be acheived.

What is their current approach to the mission. This could be their own methodology or their current supplier or their intended choice of supplier and why.

What barriers are they experiencing or predicting at the moment with their current approach. What barriers might you forecast them to face based on your knowledge?

Divide these barriers into issues and problems. Issues grow into problems as time passes and they can't find a solution. Test - when you fix a barrier that's an issue; people THANK YOU. When you fix a barrier that is a problem' people PAY YOU.

Based on their plan, what would you recommend changing / adapting to help overcome the barriers. What would you do if you were them as an approach. This should be based on experience, recommendation from peers they respect, best practice and be agnostic to brand.

What is your company's / product's approach to delivering the mission. Why are you uniquely placed to support this mission better than any other.

What are the first steps to solving the problem, what is your overall plan and how is it delivered.