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**Instructions:**

**Step 1:** Use the table below to systematically assess the concerns and interests of different stakeholders, and brainstorm approaches to address those concerns and interests.

| **Stakeholder** | **Interests** | **Approaches to *maximize* interest** | **Concerns** | **Approaches to *minimize or address* concerns** |
| --- | --- | --- | --- | --- |
| Private-practice OB-Gyns |  |  |  |  |
| OB-Gyn hospitalists |  |  |  |  |
| Hospital-based midwives |  |  |  |  |
| Family physicians |  |  |  |  |
| Residents |  |  |  |  |
| L&D nursing |  |  |  |  |
| NICU team |  |  |  |  |
| Pediatricians |  |  |  |  |
| Emergency Department |  |  |  |  |
| Anesthesiology |  |  |  |  |
| Emergency Transport |  |  |  |  |
| Service Line Leaders |  |  |  |  |
| Risk Management |  |  |  |  |
| Analytics / QI Department |  |  |  |  |
| Contracting and Billing |  |  |  |  |
| Other: |  |  |  |  |

**Step 2:**

On the table above, identify at least three Champions or Skeptics.

* *Champions* - those with the most interest and/or positive attitudes: Mark with a star ⭐
* *Skeptics* - those with the most concerns and/or negative attitudes: Mark with a question mark **?**

**Step 3:**

From the list of approaches to maximize the interest of your Champions and minimize or address the concerns of your Skeptics, identify the 3 most important activities and who will be responsible.

|  | **Priority Approaches and Actions** | **Who is responsible?** |
| --- | --- | --- |
| **1** |  |  |
| **2** |  |  |
| **3** |  |  |