

Birth Center Stakeholder Planning Map

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 <i>maximize</i> interest	Concerns	Approaches to <i>minimize or address</i> 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		