



## Stakeholder engagement as a milestone of the national strategy for SNOMED CT implementation

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### Audience

Those interested in or working on a national strategy for implementation and adoption of SNOMED CT.

### Objectives

The objective is to highlight how meaningful stakeholder engagement can contribute to change implementation and the central role of careful stakeholder characterization in this process.

### Abstract

**Problem statement:** The active involvement of the future ( end-)users of the terminology is crucially important to achieve both an effective and pertinent change delivery in the healthcare sector, but lack of stakeholder engagement was and still is a major concern in any SNOMED CT implementation process.

**Objective:** Characterization of the stakeholders most interested in the full and rapid implementation of SNOMED CT so they can help building the case for SNOMED CT in terms that will appeal to the less interested and/or more distant stakeholders, making them more adherent to the global project.

**Methodology:** We choose an inclusive, "concentric" , approach where the stakeholders themselves help identify what benefits may be delivered to each stakeholder group and how each group should interact and be involved in the implementation of SNOMED CT itself. This approach defines the structure of the SNOMED CT community, builds structured relationships within the community and educates stakeholders while gaining valuable perspectives on what SNOMED CT should deliver, to whom, and following which agenda. The first steps were to establish the National Release Center as central focus point and at the same time, to identify as many stakeholders as possible and determine for each of them among others: their nature, their level of interest toward the terminology (and on which preferred timeline), their level of "standing" within the future SNOMED CT community, and their possibilities of contribution to the SNOMED CT implementation. The most enthusiast stakeholders were then encouraged to build limited use-cases which could bring information on the Belgian-specific pitfalls and serve to demonstrate the benefits and possible uses of SNOMED CT to the other more "distant" or less motivated stakeholders.

**Conclusion:** Serving the true customers of the national strategy for SNOMED CT is critical for a sustainable implementation. The initial stakeholder identification and characterization phase, as well as the trial use-cases will help the National Release Center decide how to prioritize its efforts and how to engage most effectively with each individual stakeholder.

### References

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