

Stakeholder Map—what matters to whom regarding your integrated behavioral health program?

Appeal to what already matters—and find out what that is.

1. Ask yourself who the stakeholders are in your program—the ones who are depending on you for results, have a stake, and will benefit.
2. Then ask yourself if you know what matters most to each stakeholder. *If you don't know, find out.*
3. Then ask yourself how your integrated behavioral health program appeals to what matters to those stakeholders. If there are major gaps where your program does not appeal to what matters most, consider changing or featuring things to create a better match.
4. Finally, ask how the stakeholder's own role and “job” can help bring success—what part they can play that will help them get the benefits.

	What matters most to that stakeholder	How (and how well) your program addresses what matters to that stakeholder	How the stakeholder's own role and “job” can help make your program a success—their part to play
Stakeholder 1			
Stakeholder 2			
Stakeholder 3			
Stakeholder 4			
Stakeholder 5			

Common examples of stakeholders in an integrated behavioral health program:

Your patients and the public	Your PCPs and staff	Your organization's leaders	County/State human services	Local specialty mental health clinicians
Your payers-health plans	QI reporting/convening folks	Your hospital or ACO partners	Behavioral health community resources	Local or state policy people

Identify the stakeholders you most need to know, understand, and do something for. Be specific, e.g., which payers you actually have. Start with these and go from there. Don't *make up* what you *think* matters to people (or what *should* matter)—go find out and verify this instead.

One of many references: Brugha R. & Varvasovsky Z (2000) Stakeholder analysis: A review. Health Policy and Planning 15(3):239-46. <http://www.ncbi.nlm.nih.gov/pubmed/11012397>