

Transition and Change(Activity) – What’s In It For Me (WIIFM) Analysis

Table Number	Who is the group your going to communicate with	How are you going to communicate	What is the key message	What is that group’s ‘Hot topic’
1	Multiprofessionals in satellite unit	2 weekly meetings/ emails/ notice boards	Individualised care pathway	Risk is removed – we’ve don’t it for you
2	The whole service both commercial and NHS	Infiltrate appropriate meetings	Patient engagement	Incentives
3	Patients	Add note to clinic letter/ social media/ use patient bedside and unit TV to show videos	Patient champions	Care experience Patient and staff wellbeing
4	Patients	Suggestion boxes/ education days	Patient engagement	Involving patients
5	Home Haemodialysis patients	Education nurses	Patient choice	Quality of Life