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Italian Arthroplasty Registry: proposal of a stakeholder communication model

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Introduction

National arthroplasty registries interact directly with specific stakeholders and therefore need a comprehensive communication strategy. A stakeholder communication model for the Italian Arthroplasty Registry (RIAP) is presented. It is a part of the PhD research project aimed at development of an effective, assessable communication strategy for a registry in public health.

Materials and Methods

A mixed-methods approach was adapted to define RIAP stakeholders and their expectations, develop key messages for each group and draft a scheme of optimal communication channels and effectiveness evaluation tools. Methods included participant observation and practical work testing some approaches on dissemination materials; semi-structured interviews with RIAP stakeholders; website user experience analysis using web surveys and digital analytics.

Results

The proposed communication strategy is articulated in the following steps: define the general communication objectives of RIAP; identify the stakeholders and the communication expectations of each group; develop implicit key messages and appropriate channel for each stakeholder group; include effectiveness evaluation in the time-bound communication plan.

RIAP stakeholders were identified, including institutions, patients and patient associations, scientific societies, medical practitioners, implant manufacturers, international registries and registries associations, potential new RIAP working group members, medical students and orthopaedic residents, the steering committee, the press. They were classified using the impact / probability of impact matrix. Criteria and indicators of good communications were defined.

Discussion

While outputs and outcomes of communication activities are measurable, additional resources could be needed to assess the impact of RIAP communication (e.g. behavior change, attitude change). The model is applicable to other registries and surveillance systems, with some stakeholders and preconditions to be adjusted for non-governmental registries.

Notes