# Provider Directory Spokespeople and Champions

- What are the right roles and activities for a champion?

- What would it take for you to be a Provider Directory champion?

- What do you need to make a decision? What tools do you need to be effective?

- What champion activities should be tracked? How?

| Barriers |
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| • When an organization adopts, they will need to change internal processes which is hard because there are a lot of people involved so time and planning is needed to support and execute the change.<br>• Organizations are already going through many changes so the case for using the Provider Directory needs to be clear and demonstrate using it is worth the investment<br>• Administrative staff costs as well as actual costs needs to be considered.<br>• Regulatory obligations that make it difficult to change existing processes.<br>• Bandwidth and capacity to evaluate use of the Provider Directory for an organization that already has processes established needs to be considered |

| Considerations |
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| • It becomes easier to be a champion if the value is clear in each phase of the project and if there are pieces that are valuable across stakeholders. Value needs to be appealing for an adopter's own organization.  OneHealthPort is an example of this but it took time (>2 years) to develop its value.<br>• Champions need to commit that there is value and be able to articulate why it is worthwhile.  They need to represent the industry, not just the organization to get adoption rates up to make the solution successful. Understand that there's value along the way and value at the end.  OneHealthPort was a good example where the idea was compelling (staff have 30 stickies on their screens for logins) but adoption initially was low.  The Provider Directory needs to have a similar compelling idea.<br>• Integrity is something that we want to grab early around the process and the product; that it's not the flavor of the month.  Champions won't be able to sell the "Provider Directory" if they don't believe in it and need to include integrity in the value statement<br>• Although the value of the work is a "no brainer" if it helps patients, organizations struggle with resources and make sure that this doesn't become one more thing that providers now need to do.  It's important to present both the benefits and potential burden.<br>• The Provider Directory will replace other work that is being done today – if they can't buy that idea then they can't sell it.  Provider clinics have to provide this information all day.<br>• A strategy that has worked in the past to help present the value is to leverage technical resources within the organization (i.e. IT staff). These folks see the benefit from another angle and can help message the value up to their organizational leaders.<br>• Champions need to have the attitude of leading and being part of the change. |