

Data Governance and quality areas	Level of engagement (1,2,3)	Who	What activities/How/Comments
Data standards	1,2	PDSME, Volunteers from PDAC if appropriate	<ul style="list-style-type: none"> • General Comment: Involvement levels and persons/groups may vary pre-implementation and post. • If the right people are in place, for items in the green list a “2” level of engagement for PDAC is appropriate • Overall the green section is a 1 and 2 for engagement for PDAC. • Query/Inform/Request Volunteers from PDAC for this item.
Data quality scoring mechanism	1,2	PDSME, Volunteers from PDAC if appropriate	
Data curation policies/activities	1,2	PDSME, Volunteers from PDAC if appropriate	
Data survivorship and matching policies	1,2	PDSME, Volunteers from PDAC if appropriate	
Data security policies	1,2	PDSME, Volunteers from PDAC if appropriate	PDSME for weeds (1) and have PDAC for the “implementation” with a 2.
Data access policies	1	PDAC primary	Core and fundamental to the overall operation of the program
Policies to author data	1,2	PDSME to define, PDAC to review and approve	Technical group first, PDAC might be an approving or oversight body. Collaborate on what defined values might be and what can and cannot be changed.
Develop data governing bodies	2	OHA Primary, PDAC review/contribute	Expectation is for OHA to stand-up the governance body. OHA is a 1 and this group (PDAC) would be a 2.
Program sustainability and funding	Level of engagement	Who	What activities/How?
Develop program sustainability plan	2	OHA Primary, PDAC review/contribute	This is an OHA primary; PDAC would be a 2 as an advisor or oversight.

Medicaid funding approval	3	OHA Primary, PDAC should be notified and made aware of significant changes	
Develop cost model/share of non-Medicaid use	1	OHA/PDAC	As participants, there is a great interest and stake in the cost modeling and sharing.
Market Analysis	Level of engagement	Who	What activities/How?
Detailed use cases	1,2	PDSME complete, PDAC to review	
Value models and costs; mechanism to assess a return on investments	1	OHA needs help, PDAC with influence, or perhaps volunteers from PDSME	
Determine the benefits that sell	2	PDAC, PDSME for weeds	Combination of PDAC/PDSME vs digging in and operational. This might be an overlap item with the CC component for messaging being aligned.
Identify high level ambassadors, spokespeople, key stakeholders and champions to communicate to broader audiences	1	PDAC	PDAC members and members of PDAC to nominate others outside this group.
Adoption planning	Level of engagement	Who	What activities/How?
Establish and measure adoption phases	1	OHA, PDAC	PDAC has been working on some of this. This is a combination OHA/PDAC activity. Avoid exposing program to wrong audience at wrong time (early adopters)
Establish target audiences and messages	1	PDAC	
Marketing and Outreach	Level of engagement	Who	What activities/How?
Present and report progress to advisory groups and key associations	1	PDAC	Direct to consumer marketing can create chaos. Can do a lot of good or bad.
Convene Stakeholder meetings	1	PDAC	
Update Provider Directory website	3	PDAC	OHA has a small budget for outreach and marketing – utilize partners and stakeholder participants and resources to “fill the gap”.

Updates on PD through newsletters, e-blasts, and media stories			
Utilize partner organizations for communications	1	PDAC	For reasons stated above, stakeholder participation will help fill the gap and reach groups otherwise unavailable to general marketing.
Send PD stories through OHA health transformation and provider newsletters	1	PDAC	
Communicate through OHA social media outlets	1	PDAC	Knowing who, schedule, get to the right people. Also approving the messaging and developing the messages.
User Acceptance testing (UAT)	1	PDSME	PDSME will definitely be testers. PDAC might allocate resources on a volunteer basis.
Conduct user training sessions and create user guides	3	OHA Primary, Notify PDAC	
Create toolkit for PD champions	2	OHA Primary, Notify PDAC	OHA created, PDAC would review. Melissa has had a lot of active members in describing what kinds of tools and documentation would be useful to provide to their groups.
Fact sheets and FAQs	3		
Participate in local, state, and national conferences to speak and share PD information	3		
Direct mailers	2		Bob wants PDAC to be more involved in this item.
Initiate branding for new product	3		
Conduct targeted outreach and promotions	2		