# Objective

To understand the different stakeholders in healthcare and their motivators in order to develop a vision and strategy to encourage take-up of openEHR (local, national, global).

Education strategy is dependent upon understanding the motivators to change or change restrictive behaviours.

# Healthcare Clinicians – contributors to and users of the information

* Clinical information officers
* Consumers (clients, citizens, patients, subjects of care)
* Healthcare Information managers and data scientists
* Healthcare operational managers
* Clinicians (Doctors, Nurses, Allied Health…)
* Clinical knowledge domain custodians

**Motivators:**

* quality healthcare, streamlined processes (reduction of duplication),
* accurate data and availability of timely evidence,
* quality health outcomes,
* cost of service delivery,
* provision of individualised care,
* moral, ethical collection and use of health data, personal credibility and trust.

# Software related stakeholders

* Vendor organisations and owners
* Business analyst
* ICT Architect / Software engineer
* ICT Manager / decision maker
* Programmer
* Systems / Network administrator
* Data Manager/Designer

**Motivators:**

* Profit (return on investment),
* market share,
* reduced cost of maintenance,
* successful completion of projects – largely single use case.
* Unique selling points,
* streamlined development and testing.
* Ease of development (design and programming).
* Sales of implementation activities, such as implementation training.
* Reusable modules of code.

# Payors and Planners

* Politicians
* Government departments
* Government employees
* Project Managers
* Insurers
* Legislators
* Financial directors
* Payment design decision makers
* Boards of Management
* Healthcare policy makers,
* Service executives and service owners
* Third party information collectors and analysts –
* Data analytics – epidemiologists and public health monitoring

**Motivators:**

* Successful implementations – good public image, public trust
* Delivery of projects on time on budget.
* Return on investment - Reducing costs and increasing positive deliverables
* Speed to deliver – multiple opportunities for saying I’m great!
* Most are motivated by the short term not the long term
* To feel in control – to know where they are going
* To not feel at risk – doing something unusual or new is very uncomfortable.

# Academics

* Educators
* Researchers

**Motivators**

* Publication of research
	+ Identification of trends in healthcare and service delivery
* Obtain research funding
* Commercialisation of research outcomes