



Instructions:

1. **Review the stakeholder chart** – Select key decision-makers (e.g., Payers, Patients, etc).
2. **Assess influence and interest** – Consider how much impact they have on adoption (influence) and how invested they are in the outcome (interest).
3. **Map accordingly** – Position stakeholders on the matrix:
 - **Payors** – *Manage most thoroughly* (high influence, high interest)
 - **Patients** – *Anticipate and meet needs* (high interest, moderate influence)
 - **Advocacy groups** – *Keep completely informed* (high interest, lower influence)

Stakeholder needs assessment template



For each stakeholder group, identify: wants, needs, and fears.

Stakeholder	Wants	Needs	Fears
Specify the target stakeholder/stakeholder group	Specify what your target customers aspire to achieve with your DHT.	Outline the essential requirements/problems your DHT addresses	Identify potential concerns or hesitations your customers might have
	•	•	•
	•	•	•
	•	•	•
	•	•	•
	•	•	•
	•	•	•

Based on your stakeholder needs assessment, identify the value proposition your DHT provides.

BENEFITS	EXPERIENCE	SUBSTITUTES
<p>Identify and list the key advantages your DHT offers to patients, healthcare providers, or other stakeholders</p>	<p>Describe the overall experience users (e.g., patients, clinicians) will have when interacting with your DHT, focusing on the value it adds to their healthcare journey.</p>	<p>List alternatives: Detail existing options customers might consider instead of your DHT, including traditional care methods, competitor technologies, or non-digital solutions.</p>
<p>UNIQUE FEATURES</p> <p>Detail the specific functionalities of your DHT that deliver the above benefits.</p>		