Communication and Awareness Plan Template

Version 1.0

**Revision History**

| **Date** | **Rev** | **Author** | **Description** |
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# Methodology for Completing the Communication and Awareness Plan Template

The Communication and Awareness Plan Template assists the SMA in identifying communication tasks for the ICD-10 implementation, determining how the SMA will distribute those communications, assigning task owners, and developing a timeline. The Communication and Awareness Plan is an iterative document; the SMA may identify additional issues throughout the ICD-10 implementation to add to the plan. Thecommunication lead should work as necessary with the Project Manager to update this plan to account for required internal and external communications.

In developing the Communication and Awareness Plan, the SMA should work through sections 2.1 Purpose to 2.11 Measuring Effectiveness of Communications to identify which communications the SMA will develop and the processes and procedures the SMA will use in developing and delivering those communications. After developing the Communication and Awareness Plan in sections 2.1 to 2.11, the SMA may choose to include key information from these sections into a tracking sheet modeled in section 2.12 Communication and Awareness Plan Tracking Sheet Template. This tracking sheet will assist the SMA (including responsible parties and stakeholders) in monitoring communications tasks.

Finally, section 2.13 Approval is for the SMA to use to ensure SMA leadership approval of the Communication and Awareness Plan.

# Communication and Awareness Plan Template

## Purpose

*<The purpose describes the intent of the Communication and Awareness Plan. The following is an example purpose: The Communication and Awareness Plan identifies the communication tasks and necessary inputs to determine, create, and evaluate those communication tasks that will take place throughout the ICD-10 implementation.>*

## Scope

*<This section defines the scope of the Communication and Awareness Plan, including topics that are both within and outside the scope. An example of a topic within scope would include external communication to the provider community to raise awareness of ICD-10 implementation. An example of a topic out of scope would include provider communications not relevant to ICD-10.>*

## Goals and Objectives

*<This section defines the goal(s) and objective(s) for the Communication and Awareness Plan. The goal(s) should define the end result(s) of developing and implementing the plan. The objective(s) should define measurable targets to determine whether the SMA has accomplished their goal(s). An example goal would be to raise awareness of ICD-10 impacts throughout the affected work groups. An example objective would be to develop a complete impact analysis for all ICD-10 impact business processes.>*

## Conveying the Message

*<This section describes the key messages the SMA intends to relay to both internal and external stakeholders regarding ICD-10 implementation. The SMA may also further break down these key messages, to identify targeted messages for various workgroups and stakeholders such as the business team, technical team, steering committee, and providers. (Note: The Stakeholders section includes a table with an additional breakout to identify not only the stakeholders but also their interests in ICD-10, how ICD-10 may impact them, and messages the SMA would like the stakeholder group to receive. The SMA may choose to use this table when defining additional targeted messages.) When describing the key messages to convey, the SMA may consider the following questions:*

* *How will the work completed (by the business or technical team) contribute to improving the efficacy of ICD-10 implementation?*
* *In what ways do the stakeholders benefit from successful ICD-10 implementation?*
* *What are the reasoning and/or rationale behind ICD-10 implementation?*
* *What evidence supports the move from ICD-9 to ICD-10?>*

## Stakeholders

*< This section outlines the stakeholders the SMA intends to address throughout the ICD-10 implementation. A stakeholder is any person or organization that has an interest in the project outcome, can be impacted by the project, or has an interest and influence on the project. An example of an internal stakeholder would be the executive sponsor, and example of an external stakeholder would be an ICD-10 project manager an SMA contractor employs. In building this section, the SMA should reference the following templates: Internal/External Stakeholder List, ICD-10 Program/Workgroup Charter, and Medicaid ICD-10 Implementation Schedule/Project Plan.>*

The SMA may use Table 1 below to organize and develop a list of stakeholders. The list below further explains the content for each column:

* **Stakeholder** includes the intended stakeholder(s) the SMA seeks to address;
* **ICD-10 Interest** identifies the stakeholder’s interest in ICD-10 implementation; and
* **ICD-10 Impact** identifies how ICD-10 implementation may affect the stakeholder;
* **Message** includes the key points that the SMA intends to relay to the stakeholder.

Table 1: Stakeholders’ Interests and Impacts

| **Stakeholder(s)** | **ICD-10 Interest** | **ICD-10 Impact** | **Message** |
| --- | --- | --- | --- |
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## Internal versus External Communication

*<This section defines plans for communicating internally versus externally. Account for differences between internal and external stakeholders such as ease of communication, the ability to influence internal versus external stakeholders, and barriers to communication. Here the SMA may also identify how the SMA plans to collaborate with the Central Office, Regional Office, and other SMAs and what methods the SMA may use to communicate with them.*

## Identify Issues to Overcome Using Communications

*<This section identifies the communication needs to assist in mitigating issues expected to arise throughout the ICD-10 implementation. In developing this section, the SMA should include the issues identified while developing the Issue Management Plan (template included in the handbook). The purpose of identifying issues here the in Communication and Awareness Plan is to assist the SMA to think through all the necessary communication tasks.>*

The SMA may use Table 2 below to organize and develop a list of issues and their communication needs. The list below further explains the content for each column:

* **Issue** indicates the problem addressed in the Issue Management Plan;
* **Issue Mitigation** indicates the solutions identified in the Issue Mitigation Plan; and
* **Communication Need(s)** identifies the necessary communication tasks to take place in support of the issue mitigation.

Table 2: Communication Needs for Issue Mitigation

| **Issue** | **Issue Mitigation** | **Communication Need(s)** |
| --- | --- | --- |
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## Identify Communications Vehicles, Distribution Methods, and Outcomes

*<This section describes the types of communications the SMA intends to use throughout ICD-10 implementation. The SMA should consider communication vehicles, distributions methods, and key considerations for each method. For additional descriptions on the communication methods, please see the Communication and Awareness Plan section in the Medicaid ICD-10 Implementation Guide.>*

The SMA may use Table 3 below to organize and develop a list of communication vehicles and distribution methods. The list below further explains the content for each column in Table 3:

* **Communications Vehicle** identifies the type of tools for communication delivery (e.g., meeting or status report); and
* **Distribution Method** identifies how the SMA will deliver the information in the communication vehicle (e.g., electronic, hard copy, oral or written).

Table 3: Communication Vehicles and Distribution Methods

| **Communication Vehicle** | **Distribution Method** |
| --- | --- |
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## Assign Roles and Responsibilities for Communication Activities

*<This section identifies the communication responsibilities and authority in terms of identifying who is responsible for delivering the task or providing guidance, oversight, or approval for a tasks. Within this section, the SMA should identify approval processes the SMA will use prior to distributing communications. The matrix should reference roles for executives, program and project managers, and contractor or vendor organizations.>*

The SMA may use Table 4 to outline the different communication roles and responsibilities for various project roles in the ICD-10 implementation. The list below further explains the content for each column:

* **Project Role** identifies the title assigned to a staff member for the ICD-10 implementation; and
* **Communication Responsibilities and Authority** outlines the different communication tasks and activities for which the identified project role is responsible.

Table 4: Project Roles, Responsibilities, and Authority

| **Project Role** | **Communication Responsibilities and Authority** |
| --- | --- |
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## Timeline for Communications

*<This section identifies a timeline for ICD-10 communication and awareness activities. The SMA should develop this portion to be consistent with the Project Plan. The SMA should include tasks listed in this section in the Project Plan.>*

Table 5 below should assist the SMA in outlining the necessary communications and their associated activities. The last two columns (Milestone Dates, Frequency) are not included in the Project Plan template. Rather these columns are for development and planning purposes in this Communication and Awareness Plan Template. The list below further explains the content for each column:

* **Task** briefly describes the task in the project plan;
* **Team** identifies the teams or individual members responsible for the task;
* **Inputs** identifies the necessary activities for developing the communication material for the task;
* **Status** identifies percent completion for the task;
* **Milestone Dates** identifies key dates associated with completing the task such as start date, end date and check-in points; and
* **Frequency** indicates how often the communication will occur (e.g., once, monthly, or quarterly).

Table 5: Communication Timeline

| **Task** | **Start Date** | **End Date** | **Task Owner** | **Milestone Dates** | **Frequency** |
| --- | --- | --- | --- | --- | --- |
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## Measuring Effectiveness of Communications

*<This section describes the SMA’s methods to evaluate effectiveness of communications. SMAs should consider feedback regarding content, distribution, timeliness, and other pertinent aspects. In addition, the SMA should establish processes for filtering feedback to generate lessons learned to improve communications.>*

## Communication and Awareness Plan Tracking Sheet Template

After developing the Communication and Awareness Plan the SMA may choose to compile these components in a tracking sheet as illustrated in Table 6. This tracking sheet allows responsible and informed parties to track their responsibilities as it relates to communication tasks.

* **Task** identifies the communication activity specified in the process of developing the Communication and Awareness Plan;
* **Status** identifies percent completion of the planned activity, if applicable (the SMA may refer to Table 5 for milestone dates related to the task);
* **Start Date** indicates the assigned date for the task to begin as defined in Table 5;
* **End Date** indicates the assigned date for the task to finish as defined in Table 5;
* **Vehicle** indicates the communication vehicle chosen for the task (vehicle types are outlined in Table 3);
* **Owner** refers to the project role responsible for the task, consistent with the responsibilities defined in Table 4;
* **Stakeholder** identifies the stakeholder(s) the task will target as defined in Table 1; and
* **Frequency** refers to the how often the task will occur as defined in Table 5.

Table 6: Communication and Awareness Plan Tracking Sheet

| **Task** | **Status** | **Start Date** | **End Date** | **Vehicle** | **Owner** | **Stakeholder** | **Frequency** |
| --- | --- | --- | --- | --- | --- | --- | --- |
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## Approval

*< In addition to requiring agency-wide implementation, the Communication and Awareness Plan involves parties both internal and external to the SMA. The SMA should include verbiage stating that the signatures below indicate that the individuals signing have read and agree with the developed plan. Individuals from which the SMA may want to obtain sign-off include the communication lead(s) and or executive role(s) (e.g., executive sponsor).>*

|  |  |  |
| --- | --- | --- |
| Communication Lead Signature | Communication Lead Name – Printed | Date |
| Executive Signature | Executive Name – Printed | Date |