Emerging or Potential Needs Assessment Concerns:

- **Administrative Resistance:**
  - Too busy
  - Won’t support target audience time to engage in target behavior
  - New system wide area of administrative focus supersedes palliative care project

- **Time/Resource Constraints:**
  - Developing project will require more time than anticipated
  - Adviser/Partner challenged with moving forward due to unforeseen developments (staff changes, surge in patient referrals for both partners, crises)

- **Quality Gap May Need Shifting:**
  - Gap is changing or a new gap is emerging that appears more urgent but involves different audience
Responses to Challenges...To Consider

**Administrative Resistance:**
- Align target behavior with administration goals—doing this could solve one of their needs/problems (e.g., hospital considering integrating pc in patient experience survey)
- Identify/develop new administrative champion

**Time/Resource Constraints:**
- Explore sharing project responsibilities with others (e.g., hospital using interns—medical, nursing, social work—creatively to achieve objectives)
- Review developments and identify together (advisers) a flexible/creative response that allows project to go forward with changes—go back to work plan, reassess problem

**Quality Gap May Need Shifting:**
- Take time to consider change needed, using same needs assessment process diagram the change, weighing pros and cons
- If pros outweigh cons vet the change with others and then consider shifting