

Outline in Place...But A Little Stuck

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