Top Ten Barriers to Overcome When Developing Your Healthcare Network

On your journey to developing your network, you are likely to encounter many barriers and objections. This resource aims to help you address these concerns and proactively reframe your proposition to achieve effective engagement.

Next time you run into difficulty, bring together your operating team and use this resource to reflect on what has worked well in the past, your current situation and how you can move forward.

Getting Started. The Challenge of...	THC Points to Consider
Time	How can you reframe your proposition to help communicate that your initiative can address a challenge general practices have been struggling with?
Guidance and support	Have you identified key people of influence who can serve as your champions, cascade your message and lead by example? Project Management is also key in getting your network started in the early days.
Relevance	How are you communicating the change required to make improvements and how can these messages support any changes they are already part of?

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Clarity and consistency	Communication is key. Repetitive messages is key. Face to face engagement is key.
Fear and anxiety	Start small, be patient and seek to understand before you can be understood. Deploy your communication strategy consistently and market the benefits whilst addressing that their concerns are legitimate. Create frequently asked questions templates and myth busting posters to alleviate fears and mixed messages.
Expectation/ perceived reality mismatch	Turn your vision in to a visual graphics that displays where you are now and where you aim to be and keep your network members up to date with your progress.
Project group isolation	Run engagement events to help ground your concept. Nothing beats face to face engagement. Ask for input and be willing to act on it.

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Conflict between governance structures and project teams

This takes time and patience and is an important step in the process of establishing your project team.

This phase can identify effective lines of communication, streamline business processes and will raise your awareness of other strategic initiatives that compliment your activity.

Here is the time to define your activity and functions which are complementary to your partner's organisation.

Diffusion of knowledge gained

Share your successes and lessons learnt to your network and be committed to learning from neighbouring partners who have walked the path before you - This will save you a lot of time and effort!

Rethinking organisational strategy and purpose

You will need to work closely with your strategic partner (this may include Clinical Commissioning Groups, Sustainable and Transformation Partnerships, Primary Care Homes etc… and other to help support the culture shift that is needed.