

A Stakeholder-based Communication Model For Public Health Registries: A Practical Case From Italy

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KEY MESSAGES:

Strategic communication is a core function of public health registries, not a secondary or optional task.

The model proposed for the Italian Implantable Prostheses Registry demonstrates that effective stakeholder engagement is achievable, even in resource-limited settings.

PROBLEM

Public health registries generate valuable data but often lack structured strategies to communicate effectively with diverse stakeholders. The Italian Implantable Prostheses Registry (RIPI) addressed this gap by developing a communication model that is both practical and replicable in other countries, designed to guide communication within complex public health settings.

METHODS

Between 2019 and 2023, RIPI implemented a project (based on a mix-method research) to design a stakeholder-centered communication strategy. This included:

- mapping target audiences (see Figure 1)
- evaluating communication effectiveness
- piloting improved tools.

RESULTS

A comprehensive framework was developed to update RIPI's patient materials, website content, reporting formats, and stakeholder engagement activities.

Improvements in understanding and user satisfaction were assessed through surveys and analytics.

Pilot actions included co-designed content with patient groups and more tailored messaging for specific stakeholder groups.

This practice-oriented initiative enabled RIPI to align its communication efforts with both institutional goals and audience needs. The resulting model demonstrated utility even in resource-constrained settings, offering a practical roadmap for other health data systems.

Lessons

Stakeholder mapping and engagement are critical first steps.

Communication must be integrated into the core functions of registry operations, rather than treated as an afterthought.

A strategy built on real use cases and stakeholder input enhances transparency, fosters trust, and supports evidence-based decision-making.

The model is adaptable and can be implemented in different contexts.

STEPS OF THE RIPI COMMUNICATION STRATEGY:

- research-informed understanding of stakeholder priorities and of RIPI's own objectives and vision
- stakeholder-oriented goal setting (Figure 2)
- choice of key messages and appropriate channels
- implementation of a time-bound communication plan
- communication effectiveness evaluation at different stages, with orientation on outcomes more than on outputs.

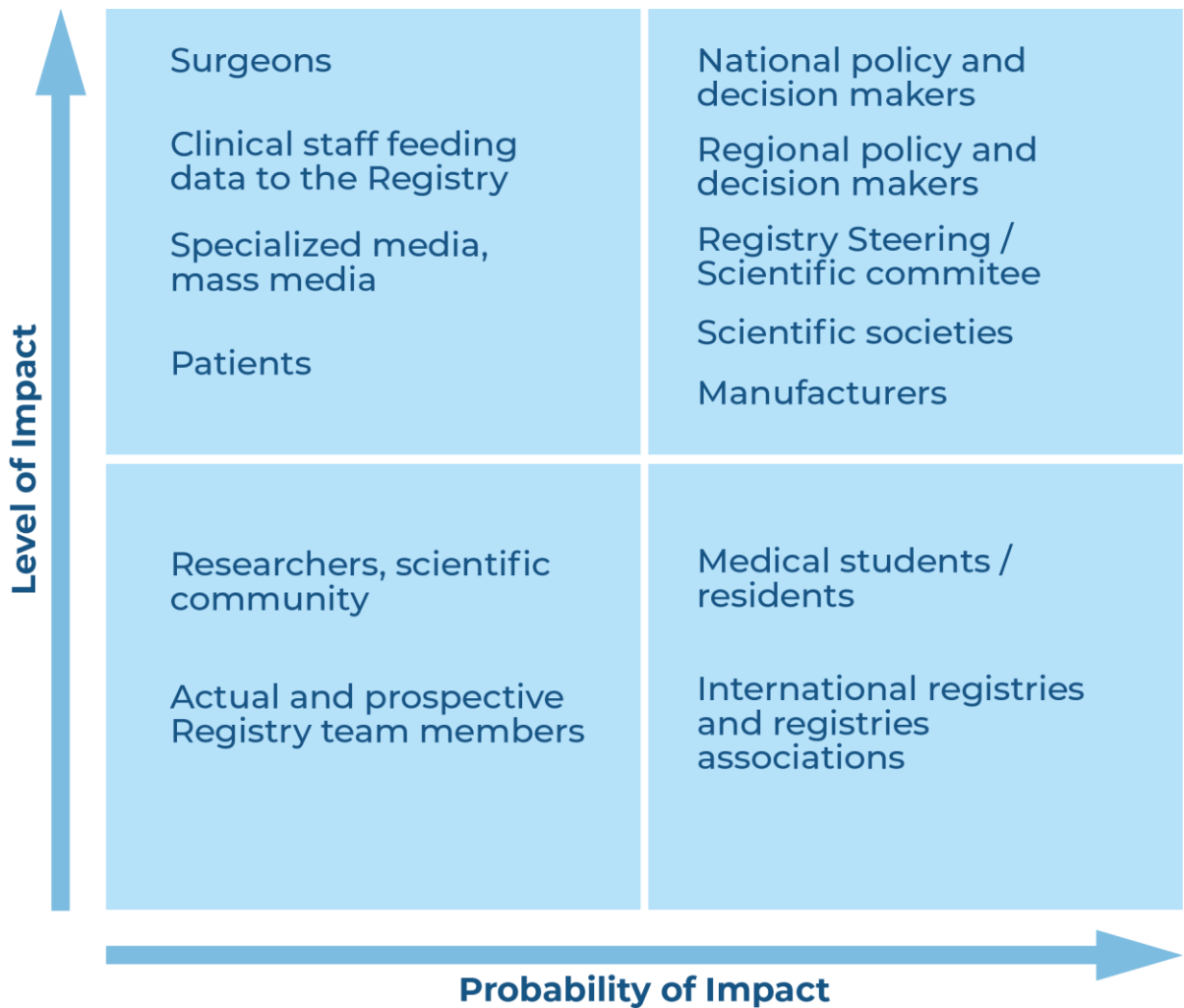


Figure 1. Stakeholder groups of the Italian Implantable Prostheses Registry, mapped as target audiences. The Level of impact / Probability of impact matrix (Mendelow 1991; Olander 2007) was used, classifying the stakeholders based on two dimensions: how probable is that they impact the organization's activity in some way, and how strong this impact would be.

STAKEHOLDER GROUP	OBJECTIVES OF COMMUNICATION BETWEEN THE REGISTRY AND THE STAKEHOLDER	ACTIONS DERIVING FROM OBJECTIVES
Patients	Facilitate direct dialogue with patients, caregivers and interested citizens	Examine the possibility to adopt Patient Decision Support Tool (developed by National Joint Registry, UK) for the orthopaedic patients in Italy
Surgeons	Provide surgeons involved in scientific research with high-quality data Promote the use of RIPI and RIAP registries to the largest possible number of surgeons. Key message: adhering to the Registry is useful for you, mandatory by law, and simple to do	Share the latest reports from international medical device registries with the surgeons (newsletter) Online training on the use of registries, in collaboration with ISS* Training center / with scientific societies
Medical device manufacturers	Maintain active dialogue with manufacturers and remain a reliable source of information on regulatory updates and the MD Global library	Introduce monthly video conferences with interested manufacturers, to share updates
Specialized and mass media	Bridge the knowledge gaps and become a leading source of expert information on the monitoring of IMDs** in Italy Increase public awareness of IMDs and how they are monitored by national registries	Prepare the background information (press kit) on IMD monitoring in Italy, including “success stories” about how registries help to solve public health issues Deliver an awareness-raising campaign on World arthritis day (recurrent on October 12 th), in collaboration with ISS Press office
*Italian National Institute of Health/ Istituto Superiore di Sanità **Italian Arthroplasty Registry, a part of the RIPI ***Implantable Medical Devices		

Figure 2. Examples of RIPI communication activities based on stakeholder-specific objectives

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Italian Implantable Prostheses Registry (RIPI)



Italian Arthroplasty Registry (RIAP)



PHD thesis on RIPI communication strategy development