

The value of having a stakeholder engagement strategy for a national bariatric-metabolic surgery registry in challenging times

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Presented by Dr Jenifer Cottrell

IFSO Napoli 2023



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Disclosures



The Bariatric Surgery Registry receives funding from the **Australian Government Department of Health and Aged Care** as well as our



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Medtronic

Background



- Population-level data capture is a critical for a registry to minimise the perception of bias.
- If participation in the registry is not a mandated activity, achieving high rates of surgeon participation, and therefore high-level case ascertainment, can be challenging.

Stakeholder engagement strategy

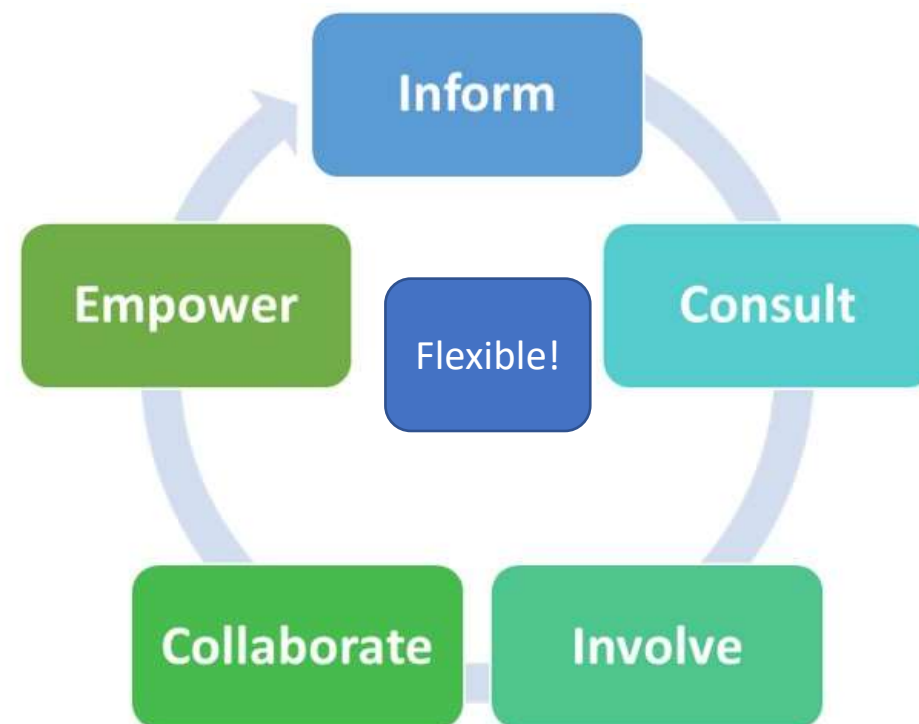


Stakeholder engagement strategy



- Engagement strategy implemented to encourage surgeon participation, and appointed a Customer Relationships Manager to lead the strategy.
- The strategy included pillars for all levels of stakeholder engagement.
- The key to the strategy was to have it flexible so that its objectives could still be achieved during periods of disruption.

Pillars for all levels of stakeholder engagement



Pre-COVID surgeon engagement



- Invitation letters, newsletters, reports to all metabolic-bariatric surgeons **INFORM/CONSULT/INVOLVE**
- Meetings and workshops for surgeons and staff annually in each state of Australia. **INFORM/CONSULT/INVOLVE/COLLABORATE**
- Rooms visits made when visiting each state **INFORM/CONSULT/INVOLVE**
- Phone and email contact **INFORM/CONSULT/INVOLVE**
- All interactions tracked with a customer relationship management tool **insightly** <https://www.insightly.com/>

Pre-COVID surgeon engagement



At March 2020:

- ✓ **79 %** of surgeons at approved hospitals participating prior to the COVID pandemic.
- ✓ **83, 312** participants recruited
- ✓ Case ascertainment **79.5 %** of procedures captured (Aus)
- ✓ **91%** of surgical outcome data completed

Impact of COVID from March 2020



- Registry based in Melbourne Australia, the most locked-down city in the world.
- March 2020: All stakeholders were notified of the Registry's plan to continue operations whilst working from home.
- Shift to virtual engagement with online training of surgeons and staff, participation in online professional meetings, emailing newsletters and reports and maintaining frequent phone contact. **INFORM/CONSULT/INVOLVE/COLLABORATE**

Engagement pre vs post COVID

**Pre-COVID period 18/09/2017-27/03/2020, COVID period 30/03/2020-16/09/2022*



	Pre-COVID	COVID period
Phone Calls	415	602
Emails	4,266	4,962
Rooms visits	44	0
Zoom Meetings	1	44
Newsletters	10	6

	Pre-COVID	COVID Period
Conferences	5	2
Annual/ Semi-annual Reports	5	3
Surgeon Reports	2017 2018 2019	2020

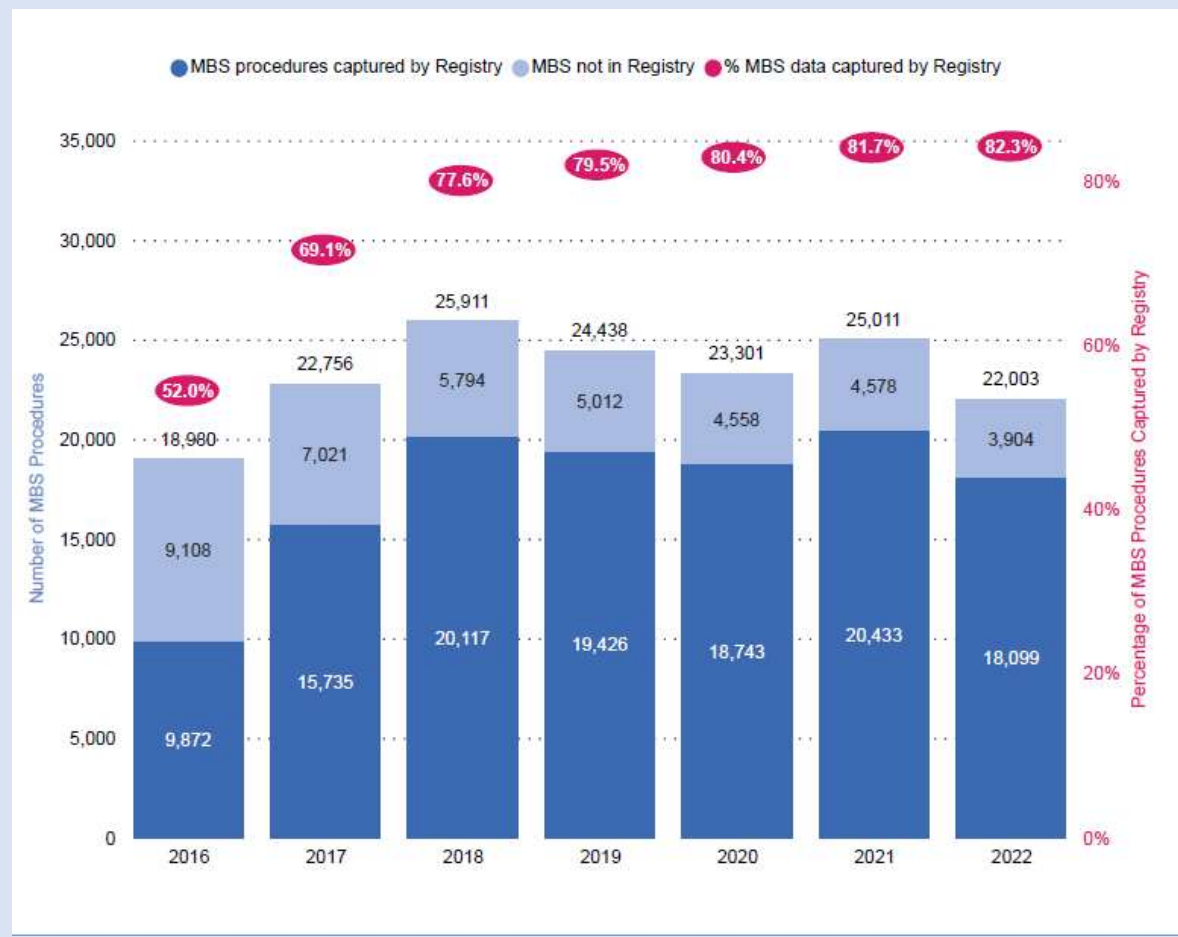
Registry growth since COVID-19

30 March 2020- 20 March 2023



	Australia		
	March 2020	March 2023	Change
Contributing Surgeons	161	193	↑32
Participating Hospitals	122 (80%)	128 (82%)	↓1
Procedures	90,480	163,277	↑72,797
Participants	83,312	141,632	↑58,320
Perioperative Outcome Data Completeness	91%	87%	↓4%

Case Ascertainment



Conclusion



- The Bariatric Surgery Registry of Australia and Aotearoa New Zealand grew substantially since the onset of the COVID-19 pandemic, with the number of registry participants growing **by 80% with a high level of case ascertainment.**
- Growth can be attributed to the flexibility of its communications strategy, but still would not be possible without its key stakeholders understanding the value of supporting a metabolic-bariatric surgery registry.
- Having an effective Stakeholder Engagement Strategy is essential to the success of a registry when surgeon and hospital participation is voluntary.

Acknowledgements

Registry Staff

Prof Wendy Brown	Registry Clinical Director
Assoc Prof Andrew MacCormick	Clinical Lead, Aotearoa New Zealand
Ms Jennifer Holland	Executive Officer
Dr Jenifer Cottrell	Operations Manager
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Registry Participants

Contributing Surgeons and Hospitals



Steering Committee Members

Prof Ian Caterson	Committee Chair
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Prof Susannah Ahern	Monash University Registries
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Ms Vanessa Ding	NIHI Representative
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Ms Cindy Schultz-Ferguson	Community Representative
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