| **Opportunity Generation, Recognition & Communication - MODULE 2, ASSIGNMENT 3** | | | | |
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| **Assignment name** | | **Trend Analysis, Written Report (Individual Assignment)** | | |
| **Weighting** | | **40%** | | |
| **Assignment Instructions:**  This assignment will demonstrate how you can gain insights into the key opportunities arising from  understanding a Healthcare Innovation Trend and the analysis of three relevant stakeholders. Given  the timeframe, you are not expected to complete primary research on all three relevant stakeholders. You are expected to complete primary research on your most important stakeholder.    For further information and support on writing reports, please see the [Student Learning Development webpage.](https://student-learning.tcd.ie/learning-resources/presentation/)    Format:   * Word count guide: 2500 words +/- 10% (Excluding Appendices and Plagiarism Cover Sheet) * Font Type: Calibri * Font Size: 11 * Line Spacing: 1.5 * Page numbers: include at bottom of each page * Referencing: Harvard | | | | |

| **CONTENT REQUIREMENT (80%)** | | | | |
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|  | **Sections Required** | | **Breakdown of Marks** | **Section Requirements** |
| 1. | Trend | | 10% | * Describe the Healthcare innovation Trend you are working on: **Reorienting acute care away from the hospital Emergency Departments (EDs) in the Republic of Ireland** |
| 2. | Stakeholders | | 20% | * Describe three stakeholders impacted by this trend. * Choose your most important stakeholder (designate this stakeholder as Stakeholder 1). * Describe the rationale for your choice of Stakeholder 1: **Hospital CEO** |
| 3. | Stakeholder 1: **Hospital CEO** | | 30% | * Describe the primary and secondary research completed: * Describe the key outcomes from the research. * Complete a persona on the stakeholder. * Complete a customer journey map. * Describe the opportunity as a result of your analysis. |
| 4. | Stakeholder 2: **ED nurse** | | 10% | * Describe the secondary research completed and the key outcomes from the research. * Describe the opportunity as a result of your analysis. |
| 5. | Stakeholder 3: **patient** | | 10% | * Describe the secondary research completed and the key outcomes from the research. * Describe the opportunity as a result of your analysis. |
| The following should not be included as headings in your report but are used for assessment purposes | | | | |
| **COMMUNICATION & ACADEMIC CONVENTIONS (20%)** | | | | |
| Communication & Narrative | | | 10% | * Communicate with fluency and a clear writing style. * Text should be free from formatting, grammatical, spelling and punctuation errors. * There should be a clear narrative structure to the story being told within the report. * The flow and links between sections should be clearly developed. |
| Academic Conventions | | | 10% | * Standard academic conventions must be adhered to, such as appropriate headings/sub-headings, correct application of Harvard referencing, use of objective rather than subjective language, appropriate use of appendices and diagram labelling. |