

Risk vs Relevance Scorecard

RISK CALCULATOR

Score (4 for highest risk, 1 for lowest risk)

Does responding hurt our stakeholder trust, and credibility?

Could our response escalate the situation or create unintended consequences?

Could responding hurt our long-term reputation in healthcare?

Would staying silent help prevent the spread of confusion, fear or misinformation?

Would our absence be seen as conspicuous?

Total Risk Score:

RELEVANCE CALCULATOR

Score (4 for highest relevance, 1 for lowest)

Does this situation impact the community we serve?

Does our mission compel us to respond?

Do we have a clear, well-articulated position with prepared spokespeople?

Have other respected organizations, including healthcare institutions, responded?

Is this an opportunity to reinforce our key messages or offer useful context that sets us apart or educates?

Total Relevance Score: