

Healthcare Business Model Canvas Template - NAME OF SOLUTION

Last Update: Thursday, February 13, 2020

Business		Institutions	People
<p><u>11) Partners</u> The network of key suppliers, collaborators, service providers, etc. that help you develop and/or make your product or service.</p>	<p><u>12) Relationships & Channels</u> The way in which you engage with customers and influencers to develop and maintain needed relationships and deliver the product/ service to users</p>	<p><u>6) Authorities</u></p> <ul style="list-style-type: none"> • Payors • Regulators • Medical Boards • Patient Advocacy Groups 	<p><u>5) Experts</u></p> <ul style="list-style-type: none"> • Clinical Champions • Anti-Buyers • KOLs • Patients/ Families
<p><u>10) Key Resources</u> The key assets the business controls (physical, financial, intellectual, human, etc.) that provides a competitive advantage</p>	<p><u>9) Key Activities</u> The key things the business does to create and deliver the value prop. & support customers (core competencies)</p>	<p><u>2) Economic Buyers</u></p> <ul style="list-style-type: none"> • Decisions Makers • Technical Buyers/VAC 	<p><u>1) Users</u></p> <ul style="list-style-type: none"> • Practitioners • Patients(?)
<p><u>13) Cost Structure</u> The fixed and incremental costs to operate the business and deliver/support the solution</p>	<p><u>14) Cash Flow/Value</u></p> <ul style="list-style-type: none"> • Investor economics • Cash flow/needs • Capital needs • Profits generated. 	<p><u>4) Value Quantification</u></p> <ul style="list-style-type: none"> • Safety • Performance • Cost Savings 	<p><u>3) Value Statement</u></p> <ul style="list-style-type: none"> • Need/ Job-to-be-Done • Outcome Statement • Benefit Statement
<p><u>13) Cost Structure</u> The fixed and incremental costs to operate the business and deliver/support the solution</p>	<p><u>14) Cash Flow/Value</u></p> <ul style="list-style-type: none"> • Investor economics • Cash flow/needs • Capital needs • Profits generated. 	<p><u>8) Transaction Model</u></p> <ul style="list-style-type: none"> • Approved use • Reimbursement • Pricing • Payment terms 	<p><u>7) Market Size</u></p> <ul style="list-style-type: none"> • # of procedures • # of users • # of institutions • Adoption rate

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1) Users

- Practitioners
- Patients(?)

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2) Economic Buyers

- Decision Makers
- Technical Buyers/VAC

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3) Value Statement

- Need/Job-to-be-Done
- Outcome Statement
- Benefit Statement

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4) Value Quantification

- Safety
- Performance
- Cost Savings
- Benefit Statement

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5) Experts

- Clinical Champions
- Anti-Buyers
- KOLs

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6) Authorities

- Payors
- Regulators
- Medical Boards

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7) Market Size

- # of procedures
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8) Transaction Model

- Approved use
- Reimbursement
- Pricing
- Payment terms

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9) Key Activities

- The key things the business does to create and deliver the value prop. & support customers. (core competencies)

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10) Key Resources

- The key assets the business controls (physical, financial, intellectual, human, etc.) that provides a competitive advantage.

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11) Partners

- The network of key suppliers, collaborators, service providers, etc. that help you develop and/or make your product or service.

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12) Channels & Relationships

- The way in which you engage with customers and influencers to develop and maintain needed relationships and deliver the product/ service to users

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13) Cost Structure

- The fixed and incremental costs to operate the business and deliver/support the solution

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14) Cash Flow/Value

- Investor economics
- Cash flow/needs
- Capital needs
- Profits generated

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