# 

|  |  |  |  |
| --- | --- | --- | --- |
| **Business** | | **Institutions** | **People** |
| [**11) Partners**](#_12)_Partners_&)  The network of key suppliers, collaborators, service providers, etc. that help you develop and/or make your product or service. | [**12) Relationships**](#_9)_Relationships) **& Channels**  The way in which you engage with customers and influencers to develop and maintain needed relationships and deliver the product/ service to users | [**6) Authorities**](#_4)_Authorities)   * Payors * Regulators * Medical Boards * Patient Advocacy Groups | [**5) Experts**](#_3)_Experts)   * Clinical Champions * Anti-Buyers * KOLs * Patients/ Families |
| [**2)** **Economic Buyers**](#_2)_Economic_Buyers)   * Decisions Makers * Technical Buyers/VAC | [**1) Users**](#_1)_Users)   * Practitioners * Patients(?) |
| [**10) Key Resources**](#_12)_Partners_&)  The key assets the business controls (physical, financial, intellectual, human, etc.) that provides a competitive advantage | [**9) Key Activities**](#_10)_Key_Activities)  The key things the business does to create and deliver the value prop. & support customers (core competencies) |
| [**4) Value Quantification**](#_6)_Value_Quantification)   * Safety * Performance * Cost Savings | [**3) Value Statement**](#_5)_Value_Statement)   * Need/ Job-to-be-Done * Outcome Statement * Benefit Statement |
| [**13) Cost Structure**](#_13)_Cost_Structure)  The fixed and incremental costs to operate the business and deliver/support the solution | [**14) Cash Flow/Value**](#_14)_Cash_Flow/Value)   * Investor economics * Cash flow/needs * Capital needs * Profits generated. | [**8) Transaction Model**](#_8)_Transaction_Model)   * Approved use * Reimbursement * Pricing * Payment terms | [**7) Market Size**](#_7)_Market_Size)   * # of procedures * # of users * # of institutions * Adoption rate |

# 1) Users

* Practitioners
* Patients(?)

*[Return to Top Summary Page](#_Healthcare_Business_Model)*

# 2) Economic Buyers

* Decision Makers
* Technical Buyers/VAC

*[Return to Top Summary Page](#_Healthcare_Business_Model)*

# 3) Value Statement

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

[*Return to Top Summary Page*](#_Healthcare_Business_Model)

# 4) Value Quantification

* Safety
* Performance
* Cost Savings
* Benefit Statement

[*Return to Top Summary Page*](#_Healthcare_Business_Model)

# 5) Experts

* Clinical Champions
* Anti-Buyers
* KOLs

[*Return to Top Summary Page*](#_Healthcare_Business_Model)

# 6) Authorities

* Payors
* Regulators
* Medical Boards

[*Return to Top Summary Page*](#_Healthcare_Business_Model)

# 7) Market Size

* # of procedures
* # of users
* # of institutions
* Adoption rate

[*Return to Top Summary Page*](#_Healthcare_Business_Model)

# 8) Transaction Model

* Approved use
* Reimbursement
* Pricing
* Payment terms

[*Return to Top Summary Page*](#_Healthcare_Business_Model)

# 9) Key Activities

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

[*Return to Top Summary Page*](#_Healthcare_Business_Model)

# 10) Key Resources

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

[*Return to Top Summary Page*](#_Healthcare_Business_Model)

# 11) Partners

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

*[Return to Top Summary Page](#_Healthcare_Business_Model)*

# 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

*[Return to Top Summary Page](#_Healthcare_Business_Model)*

# 13) Cost Structure

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

[*Return to Top Summary Page*](#_Healthcare_Business_Model)

# 14) Cash Flow/Value

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

[*Return to Top Summary Page*](#_Healthcare_Business_Model)