

# Healthcare Business Model Canvas Template - NAME OF SOLUTION

Last Update: Saturday, February 12, 2022

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

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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
- # of users
- # of institutions
- Adoption rate

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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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