The Business Plan you will create as your final assignment has many components, so you need to start gathering your information right away. If you follow this worksheet, you will have all the information you need when you are ready to write your assignment. Also, it is a good idea to just read through the lesson of **WEEK 6** as it covers many of these concepts in more detail, including the actual writing of the plan.

The Business Plan is based on the **PICOT** question and project you present in **Week 1: Introduction**. Throughout the course, take the time to reflect on how the concepts each week apply to your PICOT and project. Use this worksheet to record notes on the information you collect related to your organization, financial or other resources pertaining to your project, and on concepts directly related to the project. Spending time each week relating the lessons and readings to your project, recording hard data, and noting any assumptions/conclusions on this worksheet will make it easier for you to be thorough on the assignment. Remember, not every line of this business plan worksheet may be significantly related to your project. You should frame all of components within the perspective of your project, keeping in mind what the organization’s leadership will need to know to “buy” your plan. If an element doesn’t apply, you should provide an explanation on the worksheet of why it does not.

Within each of the elements on this worksheet, a brief explanation of the concept is provided. In addition, when applicable, a reference to the week or weeks where concepts are found is included. You will need to reflect on how the concepts relates to your PICOT and elements of the organization to which they apply.

You will submit this worksheet as part of your final paper in the Appendices. However, it is considered your notes and data collection tool. It will not be graded for format, spelling, sentence structure, etc. However, it will be assessed for completeness; that is, how you used it. Use it freely. If elements are not included in the plan, the tool will be assessed for how you have addressed the missing elements

**Business Plan Worksheet**

**PROJECT DEVELOPER:**

*This is you. What is your position related to proposing the project’s business plan?*

**PROJECT TITLE:**

*This should be related to the PICOT. Should be catchy.*

**PICOT QUESTION:**

***Week 1: Introduction Post:*** *You write the PICOT in week 1: Introduction. The PICOT will help you think about other parts of your business plan, such as the market analysis. There is an instructional webinar: CGE Prep Academy Part II: PICOT in the course announcements and a review scenario for writing a PICOT in the Introduction prompt in week 1. Be sure that you have received adequate feedback from you instructor that your PICOT contains accurate information for each part. Even if this has not been honed by the end of Week 1, you should reach out to faculty for help to ensure it is in the correct format.*

**EXECUTIVE SUMMARY:**

*Even though in the final business plan the executive summary comes near the beginning, right after the cover letter, most of this part of the plan is usually written after plan is completed. In the broad view, it is summary of the plan and includes (1) the overall purpose of the project- why is this project necessary, (2) the outcomes proposed because of the project; how the expected outcomes compares to what currently exists, and (3) summaries of the marketing and financial analysis. You can see that the first two are related to your PICOT stated and discussed in the* ***WEEK 1: Introduction posts****.* ***Week 6****:* ***Prepare section*** *contains an instructional video on executive summary. The analyses related to # 3 will be detailed later in the paper; so only a high-level overview of them is included in the Executive Summary.*

**PROJECT DESCRIPTION:**

***Information here translates over into the Detailed Abstract of the Business Plan.***

*Background and issue defined; project purpose and plan detailed (who will be involved in carrying it out, what will they do, what will be required to carry it out, overall implications for organization, targeted group or issue is defined)*

**IMPLICATIONS FOR ORGANIZATIONAL MISSION:**

*Take notes of your organizations vision, mission, and goals. Make a few notes on how your project aligns or enhances them.*

**IMPLICATIONS FOR STAKEHOLDERS:**

*This relates to the financial impact on the organization and its stakeholders. While patients are sometimes beneficiaries of the intervention, in a business plan the organizational impact must be included. Stakeholders will also be interested in the impact on the target population (patients, employees, etc.) and how that translates into the cost/benefit to the organization.*

**MARKET ANALYSIS: (Week 6 lesson)**

***Define your market.*** *Generally, the market is made up of all the sellers with goods and services to sell and all the buyers who buy them. In the case of your project, the market is the organization within which you are “selling” the service, product, or intervention. This is the market you must convince of the need for the project because they are “the buyers” of your project. When you do a market analysis using a SWOT analysis, it is the organization within which the project is implemented that is the market.*

*The second part of the market analysis is the target population. These are the consumers of the service, product, or intervention you are proposing. The size of this market within the organization will have impact on financial, human resource, and physical resource utilization. This impacts the financial analysis of your plan.*

For your project the market analysis is relatively simple and would include many of the following depending on your target population and PICOT/project

**Target population:** Identified in the PICOT ***(Week 1****).* That’s why it is so important to have a clearly and accurately written PICOT. Remember the resources available to you for writing an accurate and workable PICOT. Be sure you work with faculty early to develop a well-written PICOT.

*Make a note here identifying the target population of the service, product or intervention.*

**Market size:** *Related to the prevalence of the target population within the facility and/or community. This helps you forecast the contribution margin of the project to the market share. For example, if your target population is diabetic patients, knowing the rate of diabetes in the community and the percentage of those who use your facility gives you an idea of how large your market is for your intervention. If the intervention leads to increased reimbursement or a cost savings to the organization (market), this will be important information in the financial analysis. You are not expected to know exactly what the contribution margin is, but it is information you can obtain by talking to the financial officers at your organization.*

**Payer considerations: (Week 2)** *deals with payer mix. Make note here of your target population and the probable payer mix for them at your facility. This also effects contribution margins. Remember, the discussions related to value vs volume reimbursement. Know which the organization uses and which the target population is most likely to have. This effects how much revenue may be generated, or captured if currently there is a loss, by the intervention*

**Competitive factors:** *These can be internal or external. Internal might be other services that are vying for resources at the same time as you; or perhaps your project is dealing with staffing issues and a nearby facility is offering hiring incentives. It could be another facility has a new department that has increased their capacity for your target population. This will come out in your SWOT analysis but making notes here will help you with your write up.*

**Projected volumes:** *How large will group of targeted consumers will be? Is there anticipated growth or decline?*

**OPERATIONS:**

*This deals with the potential impact on clinical and service quality during the implementation phase of the project. Think about how any or all of these will disrupt or be disrupted. Solutions to mitigate or reduce the impact should be noted.*

 *Location of and space for service*

 *Management structure*

 *Staffing*

 *Equipment*

**MARKETING PLAN:**

*Create at least two marketing strategies for marketing your plan for the targeted population. A strategy might be awareness building directed at physicians, population, or consumers. The strategies should relate to all impacted by the project included in your market. Think! Who will need to be “sold” on the project?*

**FINANCIAL ANALYSIS: Week 4 and 5**

**Operational Costs (Week 4)**

*What are the operational costs to implement your project, service, or intervention? Week 4 covers all things operational. Remember, all products, services, and intervention have operational costs. They may be hidden, or may be taken for granted, but must be considered. For example, if your project includes creating fliers for marketing, you must consider the material costs as well as the time for developing and distributing them. Even if you actually do it, you must consider your time. Think very critically of every element of the potential costs.*

**Capital Costs (Week 5)**

*What are the capital needs to implement your project, service, intervention? Week 5 defines what is considered capital costs. What is the amount considered at your facility for a capital expense? Calculate what that total cost would be and note it here.*

 **Payer type/payer mix (Week 1: Touchpoint Reflection)**

*During your touchpoint reflection, make note of the payer mix/type that would impact your target population.*

 **Break – even analysis and Cost/benefit ratio (Week 5)**

*Note the costs (expenses) and any revenue (actual or in the form of cost savings) for your project here. You might also want to note the non-financial benefits to the organization and the target population. This is talked about in week 5 lessons. This is important for the market (organization) to know particularly if expenses are involved for which there is no direct financial return*

**REQUIREMENTS FOR PROJECT:**

*These require that you think through what is involved at every level of your project. Every project has costs that must be considered whether direct or indirect. In any endeavor that involves costs, time impacts expenses. Be reasonable. As you address these items, be sure to consider your plan and process for evaluating the outcomes of your project. These need to be considered in terms of time and resources. Attending to these early on will contribute information needed to complete other sections, such as the financial considerations. For any that do not pertain to your project, note “not applicable”.*

 Launch/implementation timeline

 Facility requirements

 Informatics requirements

 Medical staff requirements

 Staff requirements

 Regulatory Hurdles

 Payer contracting needs

**FEASIBILITY:**

 **Risk Assessment: SWOT analysis: (Week 6)**

*You will complete a SWOT of your organization. You should include notes about it here and include the completed SWOT in the appendices of the paper. Then you will provide a narrative that addresses the feasibility of the organization to undertake the project based on the findings in the SWOT.*

 **Launch/Implementation challenges (Week 7)**

*Consider the information in lessons of week 7. Make notes here related to any challenges you might encounter with implementation.*