BUSINESS PLAN - Template

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| Executive Summary |
| {Write a brief summary of the need for a TeleHealth programme in your community} |
| Your Organisation |
| {Write a concise description of your organisation (who are you/what are you trying to achieve/key services you provide) and include how a TeleHealth programme will support your organisation’s goals or mission.} |
| Programme Strategy |
| {This section is where you will describe how the TeleHealth programme will be structured and managed.} |
| Patient Demand |
| {Describe the patients who will use your TeleHealth programme and estimate the level of demand for the service.} |
| Competition & Threats |
| {Describe your main competitors and any threats to the success of the programme.} |
| Communication Strategy |
| {Describe here how you intend to promote the programme to internal and external customers.} |
| Financial Outlook for the TeleHealth Programme |
| {Include here budgets for equipment purchase, new staff, training, ongoing costs and marketing expenses plus any forecasted revenue. Also include any assumptions you have based figures upon.} |