BUSINESS PLAN - Template

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.)