Translating the triple aim & win framework into practical value for you

What type of financier are you targeting for your business plan?

A health system: _________________________

- How is financial value created (direct reimbursement, contractual fees, licensing revenue)?
- Who is the payor (patient, insurance, hospital, pharmaco, government)?
- How does this impact the brand?
- Will this create career opportunities?

A venture capital firm: ________________________

- Who is the customer (patients, physician practices, hospitals, etc.)?
- Does the idea meet the customers’ unmet needs, and match their purchasing power?
- How much initial capital investment is needed?
- What is the time horizon for return on investment?
- What experience/track record does the team have?

An insurance company: _______________________

- Who is the customer (patients, physician practices, hospitals, etc.)?
- Does the idea meet the customers’ unmet needs, and match their purchasing power?
- How much initial capital investment is needed?
- What is the time horizon for return on investment?
- What experience/track record does the team have?
A philanthropic foundation: ________________________

- What activities will be supported by the funds (research, patient care, etc.)?
- What is the time horizon for impact?
- How will updates be provided on the impact of the donation?
- What experience/track record does the team have?
- How will the donation impact other patients/families?
- How will I/we be recognized for the gift?