

## Step 3 – DEVELOPING A BUSINESS PLAN

The answers to the questions below will help you to develop an effective business plan.

### **Scope, Demand and Promotion**

What is the proposed scope of the TeleHealth programme?  
Which Specialties will use the service and where will they connect to?  
Will it be used for Education and peer support as well?

What is the estimated demand for the services you will offer?

How will you manage bookings and room scheduling to meet this demand?

Describe your target market in terms of demographics.

What information will be available to participants? (i.e. fact sheets, feedback forms)

How will you promote the programme? What are the associated costs?

### **Financial Impact**

Will the programme create additional volumes or workloads? If so, in which areas?

What will be the financial impact (positive or negative) on the organisation?

How will the programme be funded?

Can you demonstrate a return on investment?

What are the estimated start-up costs for the programme?

What are the estimated annual running costs for the programme?

Are there any risks or threats that need to be addressed before implementing a TeleHealth programme?