

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.}