



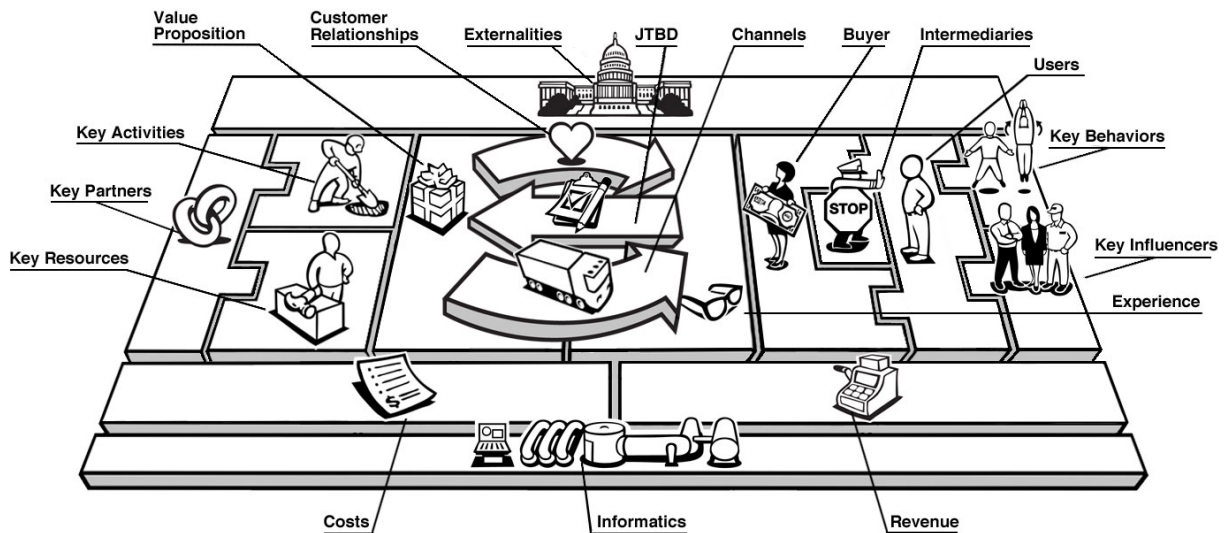
BUSINESS MODEL CANVAS FOR HEALTHCARE

Overview of the modelH Business Model Canvas for Healthcare

A Business Model Canvas is a strategic management template that is widely used for developing new or documenting existing business models through a visual language. It is designed to portray the alignment of business activities that produce value by illustrating potential trade-offs.

modelH is a business model canvas designed specifically for healthcare. The modelH canvas creates a common language for describing, visualizing, assessing and changing the key elements of every healthcare business model. It is complex enough to evaluate an entire business model, but simple enough for all parts of the paradigm to be understood.

Expanding on [Alex Osterwalder's](#) original 9 building blocks, modelH integrates aspects of [Michael Porter's](#) definition of shared value and [Clayton Christianson's](#) concept of "jobs-to-be-done". It measures the value of a business model in its feasibility to deliver value, as well as its ability to deliver on the patient health outcome achieved per healthcare dollar spent.



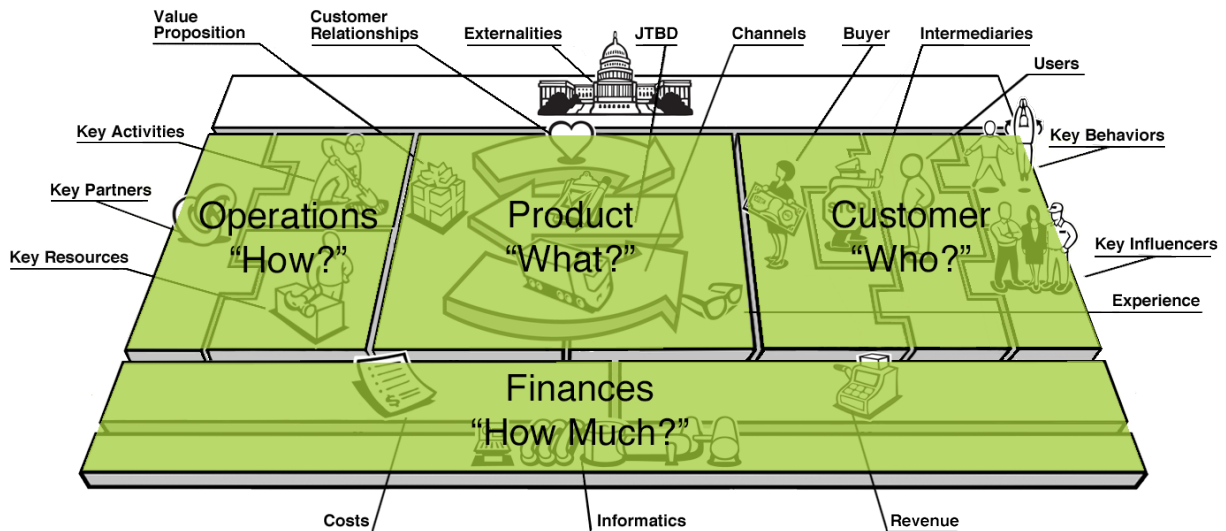
Source: modelH Business Model Canvas for Healthcare by Kevin Riley & Associates. Drawings by Mike Werner.



modelH Building Blocks

Evaluation of each building block in a business model promotes consideration of the model's strengths and weaknesses. Likewise, the structured layout of the canvas encourages thoughtful reflection regarding how the individual building blocks fit together. As a strategic management tool, modelH can be utilized to design, describe, challenge, invent, and pivot your healthcare business model. The 17 building blocks in modelH deal with 4 key business functions.

Business Function			
Customer	Product	Operations	Financial
modelH Building Block			
Buyer	Value Proposition	Key Activities	Costs
User	Channels	Key Resources	Revenue
Intermediary	Customer Relationships	Key Partners	Externalities
Job-to-be-done (JTBD)	Experience	Informatics	
Key Behaviors			
Key Influencer			



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modelH Building Block Definitions

The **modelH** canvas is comprised of 17 key building blocks.

1. **Users** are the customers that a business model serves.
2. **Buyers** are the customers a business model sells to & may also be the User.
3. **Intermediaries** affect how a Value Proposition is seen and paid for by the Buyer.
4. **Jobs-to-be-Done** (JTBD) are high-level goals the customer is trying to accomplish.
5. **Value Propositions** are products & services offered to customers to solve their JTBD.
6. **Key Behaviors** are the activities required of the User to complete their JTBD.
7. **Key Influencers** affect the User's understanding & ability to complete of their JTBD.
8. **Channels** are the way a company brings its Value Proposition to market.
9. **Customer Relationships** are connections a company creates with their Buyers & Users.
10. **Experience** is how Buyers and Users perceive Channels and Customer Relationships.
11. **Key Activities** are the most important tasks required to create the Value Proposition.
12. **Key Resources** are the internal actors required to deliver the Value Proposition.
13. **Key Partners** are the external actors required to deliver the Value Proposition.
14. **Costs** are the most important financial drivers of a business model.
15. **Revenue** is the way a company makes money from its customers.
16. **Informatics** is the data and analytics needed to deliver and measure the Value Proposition.
17. **Externalities** are the external forces & regulations imposed upon a business model.