Business Plan Template

Rural Network Allied Health Training Program

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This template is designed for you to cut and paste from your own specific Program information.

1. Remove the RHI title and logo on the cover page of this document and replace with your Program name and logo.
2. Insert your specific Program information under the various headers below.
3. Once complete, delete these instructions, therefore moving the ***Program Description*** header (below) to the top of this page.

## Program Description

### Mission:

Articulates your Program’s purpose for being. See *A Guide to Writing a Business Plan, page 4*.

### Values:

Principles and beliefs that guide your Program’s activities and the way it operates. See *A Guide to Writing a Business Plan*, page 4.

### Vision:

Articulates your Program’s aspirations. See *A Guide to Writing a Business Plan*, page 4.

### History, and Culture:

Brief history of the Network along with a brief explanation of the Program’s culture. See *A Guide to Writing a Business Plan*, page 4.

### Strategic Objectives:

Objectives or goals that convert the mission statement into reality. See *A Guide to Writing a Business Plan*, page 4.

### Business Structure and Governance:

Describes how the network is structured and how decisions are made. *See A Guide to Writing a Business Plan,* page .

## Market Analysis and Plan

### Rural Health Care Environment:

Briefly describe the current health care environment as it impacts or influences your Network and its partners, members and customers. *See A Guide to Writing a Business Plan,*pages 5 and 6.

### Program Partners, Members and Customers:

List your Program’s partners, members and customers. *See A Guide to Writing a Business Plan,* pages 5 and 6.

### Partner, Member and Customer Needs Assessment:

Briefly describe your partners, members and customers, providing insight on why they value network membership. *See A Guide to Writing a Business Plan,* pages 5 and 6*.*

### Value Proposition of Products and Services:

Articulate a value proposition for each product/service that your program provides to its current/potential partners, members and customers. *See A Guide to Writing a Business Plan,* pages 5 and 6.

### Promotion and Communication:

Describe the approach and methods for promotion and communication of the Program’s value propositions. *See A Guide to Writing a Business Plan,* pages 5   
and 6.

## Leadership and Operations Review

### Program Leadership and Skills:

Briefly describe the leadership skills and attributes that contribute to the success of the Program. *See A Guide to Writing a Business Plan,* page 7.

### Key Initiatives:

Describe the key activities and initiatives focused on developing, implementing, supporting or providing Network products and services. *See A Guide to Writing a Business Plan,* page 7.

### Key Resources and Infrastructure:

Describe the key resources and infrastructure of the Network that supports operations. *See A Guide to Writing a Business Plan,* page 7.

### Key Partners:

Identify the key partners of your Network from the perspective of supporting operations. *See A Guide to Writing a Business Plan,* page 7.

### Evaluation Dashboard:

Provide executive level summary of metrics for monitoring and adjusting strategies and key initiatives. *See A Guide to Writing a Business Plan,* page 7.

## Financial Outlook

### Estimated Operations Cost:

A brief narrative or chart of the estimated operational costs of your Network. *See A Guide to Writing a Business Plan,* page 9.

### Projected Revenues:

A brief narrative or chart of the estimated revenue of your Network.  *See A Guide to Writing a Business Plan,* page 9.

### Pro forma Scenarios:

If your Network has some decisions to make that will impact the future of the Network, this is the place to include those different financial scenarios. *See A Guide to Writing a Business Plan,* page 9.