Business Plan Template

Rural Health Network Development

August, 2015

[](http://www.ruralcenter.org)

This is a publication of Rural Health Innovations, LLC (RHI), a subsidiary of the National Rural Health Resource Center. The Technical Assistance for Network Grantees Project is supported by Contract Number HHSH250201400024C from the U.S. Department of Health and Human Services, Health Resources and Services Administration, Federal Office of Rural Health Policy.

Table of Contents

[Network Description 3](#_Toc427066486)

[Mission: 3](#_Toc427066487)

[Values: 3](#_Toc427066488)

[Vision: 3](#_Toc427066489)

[History, and Culture: 3](#_Toc427066490)

[Strategic Objectives: 4](#_Toc427066491)

[Business Structure and Governance: 4](#_Toc427066492)

[Market Analysis and Plan 5](#_Toc427066493)

[Rural Health Care Environment: 5](#_Toc427066494)

[Rural Health Network Members and Customers: 5](#_Toc427066495)

[Member and Customer Needs Assessment: 5](#_Toc427066496)

[Value Proposition of Products and Services: 5](#_Toc427066497)

[Promotion and Communication: 5](#_Toc427066498)

[Leadership and Operations Review 6](#_Toc427066499)

[Leadership Team and Skills: 6](#_Toc427066500)

[Key Initiatives: 6](#_Toc427066501)

[Key Resources and Infrastructure: 6](#_Toc427066502)

[Key Partners: 6](#_Toc427066503)

[Evaluation Dashboard: 6](#_Toc427066504)

[Financial Outlook 7](#_Toc427066505)

[Estimated Operations Cost: 7](#_Toc427066506)

[Projected Revenues: 7](#_Toc427066507)

[Pro forma Scenarios: 7](#_Toc427066508)

This template is designed so you can literally paste your information into it. It is a Word document, so please feel free to insert your Network’s name and logo as well.

## Network Description

### Mission:

Articulates your Network’s purpose for being. [Insert from page 5 of the *Business Plan Guide*. A sample can be found on page 3 of the *Case Study Business Plan*]

### Values:

Principles and beliefs that guide your Network’s activities and the way it operates. [Insert from page 5 of the *Business Plan Guide*. A sample can be found on page 3 of the *Case Study Business Plan*]

### Vision:

Articulates your Network’s aspirations. [Insert from page 6 of the *Business Plan Guide*. A sample can be found on page 5 of the *Case Study Business Plan*]

### History, and Culture:

Brief history of the Network along with a brief explanation of the Network’s culture. [Insert from page 5 of the *Business Plan Guide.* A sample can be found on page 3 of the *Case Study Business Plan*]

### Strategic Objectives:

Goals that convert the mission statement into reality. [Insert from page 6 of the *Business Plan Guide*. A sample can be found on page 3 of *the Case Study Business Plan*]

### Business Structure and Governance:

Describes how the network is structured and how decisions are made. [Insert from page 6 of the *Business Plan Guide*. A sample can be found on page 4 of the *Case Study Business Plan*]

## Market Analysis and Plan

### Rural Health Care Environment:

Briefly describe the current health care environment as it impacts or influences your Network and its members/customers. [Insert from page 7 of the *Business Plan Guide*. A sample can be found on page 5 of the *Case Study Business Plan*]

### Rural Health Network Members and Customers:

List your Network’s members/customers. [Insert from page 8 of the *Business Plan Guide*. A sample can be found on page 6 of the *Case Study Business Plan*]

### Member and Customer Needs Assessment:

Briefly describe your member/customer providing insight on why they value network membership. [Insert from page 8 of the *Business Plan Guide*. A sample can be found on page 6 of the *Case Study Business Plan*]

### Value Proposition of Products and Services:

Each product or service is described including the product fit to members’ needs. The value that members perceive of network services is articulated, i.e. in what way do members benefit from the network? Briefly describe your Network’s products. [Insert from page 8 of the *Business Plan Guide*. A sample can be found on page 7 of the *Case Study Business Plan*]

### Promotion and Communication:

Describe the approach and methods for promotion and communication of the network’s value propositions. [Insert from page 8 of the *Business Plan Guide*. A sample can be found on page 8 of the *Case Study Business Plan*]

## Leadership and Operations Review

### Leadership Team and Skills:

Briefly describe the leadership skills and attributes that contribute to the success of the Network. [Insert from page 9 of the *Business Plan Guide*. A sample can be found on page 9 of the *Case Study Business Plan*]

### Key Initiatives:

Describe the key activities and initiatives focused on developing, implementing, supporting or providing network products and services. [Insert from page 9 of the *Business Plan Guide*. A sample can be found on page 9 of the *Case Study Business Plan*]

### Key Resources and Infrastructure:

Describe the key resources and infrastructure of the Network that supports operations. [Insert from page 9 of the *Business Plan Guide.* A sample can be found on page 10 of the *Case Study Business Plan*]

### Key Partners:

Identify the key partners of your Network from the perspective of supporting operations. [Insert from page 10 of the *Business Plan Guide*. A sample can be found on page 10 of the *Case Study Business Plan*]

### Evaluation Dashboard:

Executive level summary of metrics for monitoring and adjusting strategies and key initiatives. [Insert from page 10 of the *Business Plan Guide*. ]

## Financial Outlook

### Estimated Operations Cost:

A brief narrative or chart of the estimated operational costs of your Network. [Insert from page 11 of the *Business Plan Guide*. A sample can be found on page 12 of the *Case Study Business Plan*]

### Projected Revenues:

A brief narrative or chart of the estimated revenue of your Network. [Insert from page 11 of the *Business Plan Guide*. A sample can be found on page 12 of the *Case Study Business Plan*]

### 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 outcomes by using the same financial charts above, but changing the assumptions within the spreadsheet and showing various scenarios. [Insert from page 12 of the *Business Plan Guide*. A sample can be found on page 14 of the *Case Study Business Plan*]