Creating Value Propositions for Program Services

Allied Health Training Program Worksheet

December, 2016



525 South Lake Avenue, Suite 320 │ Duluth, Minnesota 55802
(218) 727-9390 │ info@ruralcenter.org
Get to know us better: [www.ruralcenter.org/rhi](http://www.ruralcenter.org/rhi)



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.

The goal of this Value Proposition Worksheet is to articulate what the target market really cares about for each product and service.

**NOTE:** A value proposition should be developed for each specific target market. For the Allied Health Training Program, the specific target market may include students, preceptor organizations, and/or hiring organizations. This **Creating Value Propositions for Program Services Worksheet** should be completed separately for each targeted market.

# starting with:

|  |
| --- |
| Selected Target Market: (identify one target market to focus your thinking) |
| Network or Program Mission: |
| Network or Program Vision: |
| Network or Program Strategic Objectives: (list)1.2.3. |

# Step 1: Target Market Needs Assessment

1. **Identifying the Target Market’s jobs, tasks, and problems:**

Considering the target market; brainstorm a list the problems your target market is trying to solve, the needs they are trying to satisfy or tasks they are trying to complete.

|  |
| --- |
| **Tasks and Problems:**What problems is your target market trying to solve, what needs they are trying to satisfy and/or tasks they are trying to complete? |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |

**b) Identifying the Target Market’s Experienced Pains and Desired Gains:**

For the target market, brainstorm a list that identifies the Pains and Gains that the target market experiences while they are completing the tasks or solving the problems? Then rank the Pains and Gains according to their intensity or relevance.

|  |  |
| --- | --- |
| **Target Market Pains**Describe the frustrations, negative emotions, challenges, risks and undesired expenses that your target market experiences while trying to achieve goals associated with participating in an Allied Health training program. These emotions and barriers may take place before, during and after their educational training. | **Target Market Gains**Describe the benefits, positive emotions, functional utility, social gains, and cost savings that your target market experiences, or wish to experience, while trying to achieve goals associated with participating in an Allied Health Training Program. These emotions and benefits may take place before, during or after their educational training. |
| **Rank** | **List of Pains** | **Rank** | **List of Gains** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| **Rank** each pain according to the intensity it represents for your target market(s) and/or how often it occurs.(3=Intense, 1=Minimal) | **Rank** each gain according to its relevance to your target market(s) and/or how often it occurs.(3=Substantial, 1= Insignificant) |

# Step 2: Product and Service Value Map

The objective of the Product and Service Value Map is to identify how the network’s or program’s products and services relieve the pains and create the gains for your target market. From the perspective of your target market, identify and understand how your network’s products and services can provide added benefit and value to them.

**a) Identifying Pain Relievers and Gain Creators**:

Ask yourself “what can our network do to relieve the pains and create the gains our target market is seeking?” From the summarized list of Pains and Gains from the Step 1: Member Needs Assessment; brainstorm a list that identifies Pain Relievers and Gain Creators that the network can provide to the target market. Then rank the Pain Relievers and Gain Creators according to the intensity or relevance it represents to each target market.

|  |  |
| --- | --- |
| **Pain Relievers**Pill PNGWhat can the network do to relieve**PAINS**? | **https://svn.apache.org/repos/asf/openoffice/symphony/trunk/main/extras/source/gallery/arrows/A42-TrendArrow-Red-GoUp.pngGain Creators**What can the network do to create **GAINS**?  |
| Rank |  | Rank |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| **Rank** each **Pain** according to its intensity for your target market and how often it occurs.(3=Intense, 1=Minimal) | **Rank** each **Gain** according to its relevance to your target market and how often it occurs.(3=Substantial, 1= Insignificant) |

b) Identifying Products and Services:

This section requires you to analyze and synthesize the needs of your target market(s) into specific products and services.

Based on the prioritized list of Pain Relievers and Gains Creators AND considering your network’s mission, vision, and strategies; brainstorm possible new products or services your network could deliver. Allow yourself to consider your target market with a fresh look; you may come up with some new ideas.

In the table below, list your network’s current products, services, target market benefits, any new ideas that were generated. Then rank each product or service according to the importance to your target market, from crucial to trivial.

|  |
| --- |
| **Listing of Products and Services**Create a list of products or services the network does or could deliver. Include your current products or services, along with any new ideas that are generated. |
| **RANK** | **Product/Service** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| **Rank** all products and services according to their importance to your target market.(3=Crucial, 1=Trivial) |

# Step 3: Find the FIt to identify the Value Proposition

1. **Finding the fit:**

In this exercise, you will find the fit between what the target market really cares about and what the network offers. Select each of the products/services identified from the previous exercise that were ranked as “3=Crucial” and write them into the table below. For each product or service, describe how it alleviates pains or creates gains for the target market.

|  |  |
| --- | --- |
| **Relieve Pains**Referring to all of your earlier work in brainstorming your target market **pains**, describe how each product/service will alleviate those pains. Indicate if your product/service will provide intense relief or light relief.  | **Create Gains**Referring to all of your earlier work in brainstorming your target market **gains**, describe how each product/service will create those gains. Indicate if your product/service will provide a substantial gain or minor gain). |
| **1. Network Product/Service:** |
| **List Pains Alleviated:** | **List Gains Created:** |
| **2. Network Product/Service:** |
| **List Pains Alleviated:** | **List Gains Created:** |
| **3. Network Product/Service:** |
| **List Pains Alleviated:** | **List Gains Created:** |
| **4. Network Product/Service:** |
| **List Pains Alleviated:** | **List Gains Created:** |

**b) Articulate the Value Proposition for each product and service:**

In this exercise you will articulate the value propositions of your network’s products and services. For each product or service, consider the corresponding pains relievers and gain creators from the previous table, and then answer the question; “How does each product or service fit with the needs of my target market, from the perspective of the target market?” In the table below, succinctly articulate the value proposition for each product/service.Check to ensure that each value proposition is aligned with the network’s mission, vision, and strategic objectives.

|  |  |
| --- | --- |
| **Value Proposition Statement** | **Does it Align with your Network Mission, Vision, and Strategies?** |
| **1. Network Product/Service:** |
|  | * Mission:
* Vision:
* Strategies:
 |
| **2. Network Product/Service:** |
|  | * Mission:
* Vision:
* Strategies:
 |
| **3. Network Product/Service:** |
|  | * Mission:
* Vision:
* Strategies:
 |
| **4. Network Product/Service:** |
|  | * Mission:
* Vision:
* Strategies:
 |