

Understanding your Target Market: Value Proposition Design

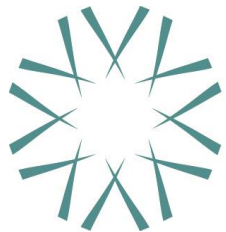
Allied Health Training Program

Kap Wilkes

Director of Program Development

December 7, 2016

Rural Health Innovations (RHI), LLC, is a subsidiary of the National Rural Health Resource Center (The Center), a non-profit organization. Together, RHI and The Center are the nation's leading technical assistance and knowledge centers in rural health. In partnership with The Center, RHI connects rural health organizations with innovations that enhance the health of rural communities.



NATIONAL
RURAL HEALTH
RESOURCE CENTER



The National Rural Health Resource Center (The Center) is a nonprofit organization dedicated to sustaining and improving health care in rural communities. As the nation's leading technical assistance and knowledge center in rural health, The Center focuses on five core areas:

- Transition to Value and Population Health
- Collaboration and Partnership
- Performance Improvement
- Health Information Technology
- Workforce

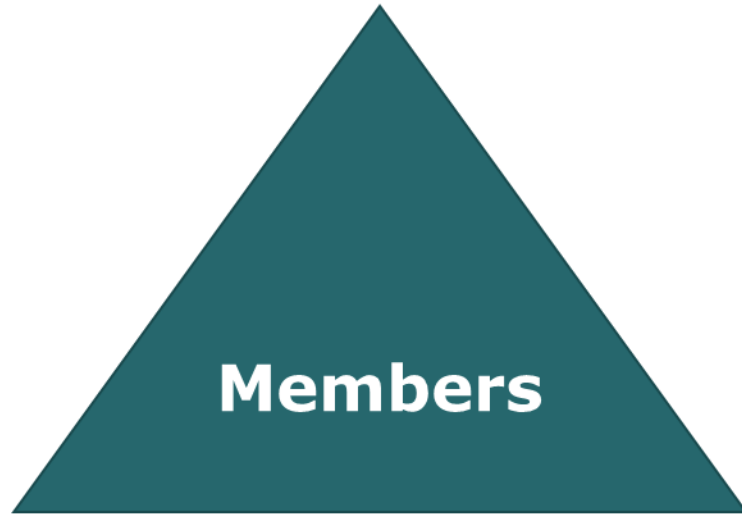
Objectives

- Identifying the importance of clear and focused value propositions
- Providing you with a tool to gather information and insights about your specific target markets
- Discerning value propositions based on what you know about your target markets
- Rural health network case study for developing value propositions and how they are using the value propositions within their marketing efforts

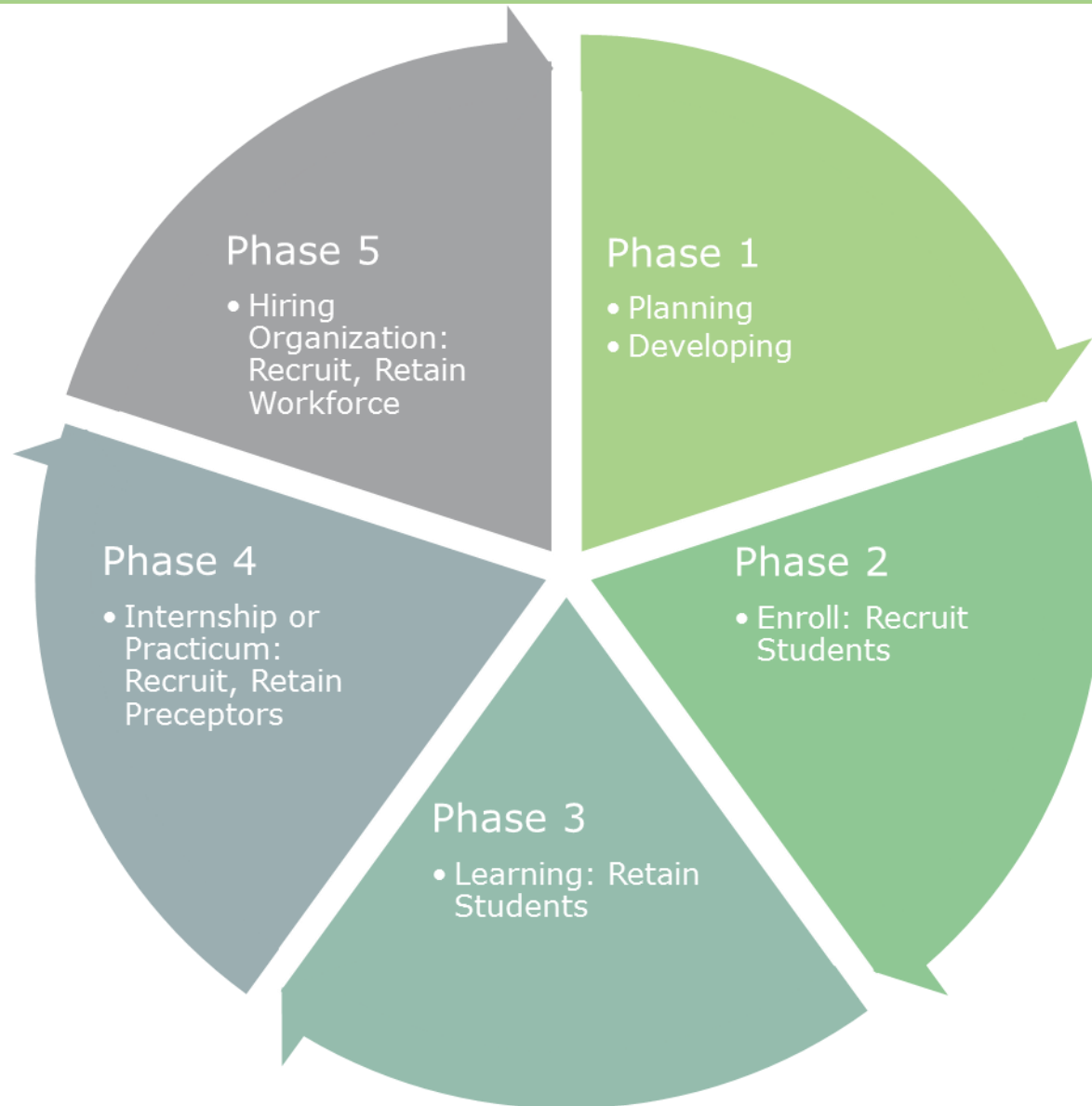
Tried and True Source



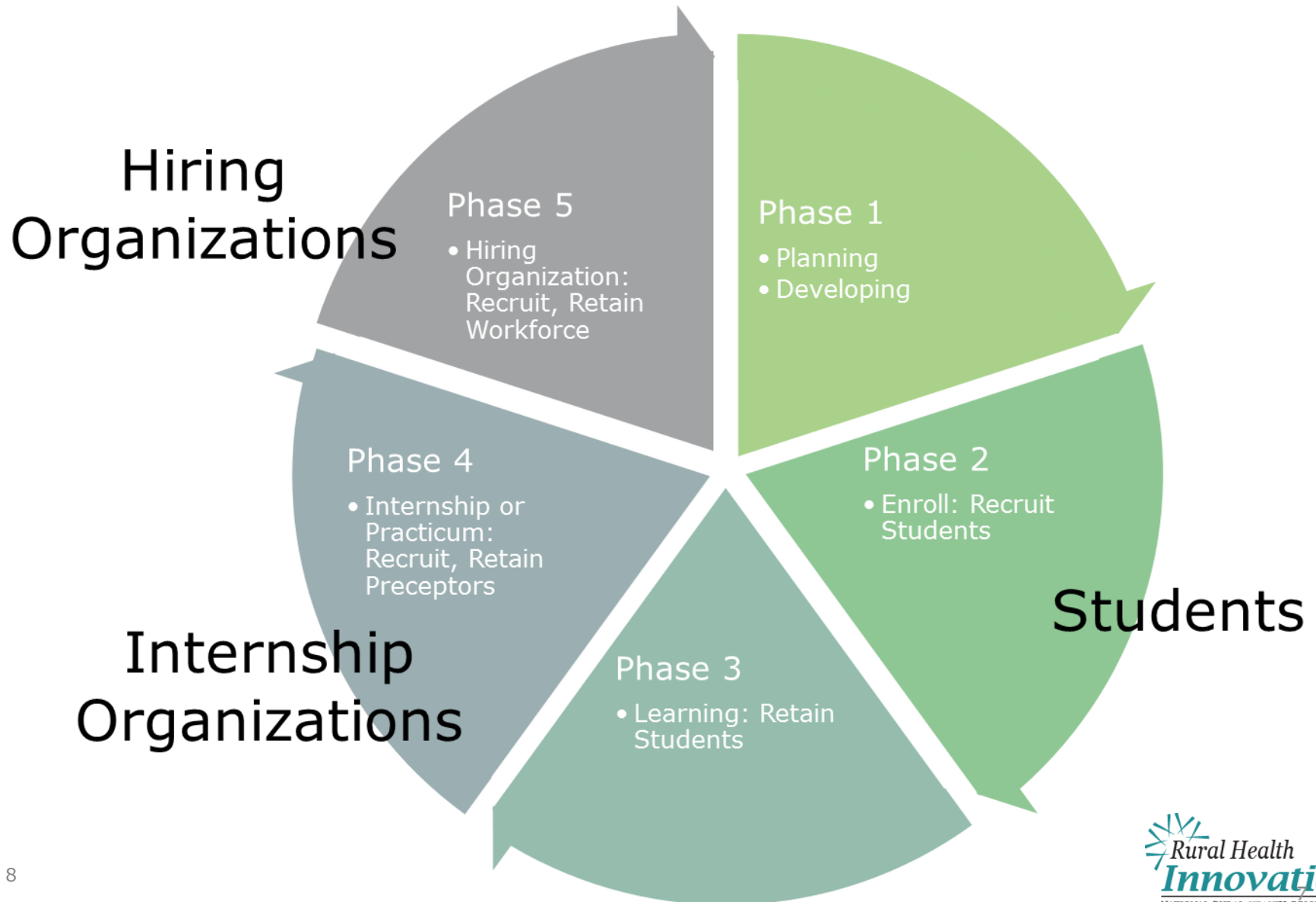
Marketing Terminology



Allied Program Marketing Cycle



Allied Health Program Target Markets



Why Now?

Bottom line:

Provide products and services that people and organizations are willing to participate in with their time and resources.

Developing Value Propositions helps:

- 1) Design products and services that your target market will value
- 2) Develop messaging for the target market

Value Proposition Worksheet

Creating Value Propositions for Program Services

Allied Health Training Program Worksheet



NATIONAL RURAL HEALTH RESOURCE CENTER
525 South Lake Avenue, Suite 320 | Duluth, Minnesota 55802
(218) 727-9390 | info@ruralcenter.org
Get to know us better: 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 HSH250201400024C from the U.S. Department of Health and Human Services, Health Resources and Services Administration, Federal Office of Rural Health Policy.

Introduction

The goal of the Value Proposition Worksheet is to articulate what the target market really cares about for each of your products or services.

Always start with the big picture:

- Member organizations
- Mission
- Vision
- Strategic Objectives

Next Steps?

Your homework is to use the Value Proposition Worksheet for each of your target markets or audiences: students, preceptor organizations, and hiring organizations.

Bring your value propositions with you to our Peer Group Call on 12/14/2016, 2:00pm CT

- We will share our value propositions and begin to talk about ideas for using them within marketing and business planning.

Questions



Kap Wilkes

Director of Program Development

218-216-7026

kwilkes@ruralcenter.org

Get to know us better:

<http://www.ruralcenter.org>

