Understanding your Target Market: Value Proposition Design

Allied Health Training Program

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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.
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
• 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
You’re holding a handbook for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow’s enterprises. It’s a book for the…

Value Proposition Design

How to create products and services customers want. Get started with…

Business Model Generation

Written by
Alexander Osterwalder & Yves Pigneur
Co-created by
An amazing crew of 470 practitioners from 45 countries
Designed by
Max Smith, The Movement
Marketing Terminology

Members

Customers, Audience, Stakeholders

Product / Service

Target Market
Allied Program Marketing Cycle

Phase 1
- Planning
- Developing

Phase 2
- Enroll: Recruit Students

Phase 3
- Learning: Retain Students

Phase 4
- Internship or Practicum: Recruit, Retain Preceptors

Phase 5
- Hiring
  Organization: Recruit, Retain Workforce
Allied Health Program Target Markets

Hiring Organizations

Phase 5
- Hiring Organization: Recruit, Retain Workforce

Internship Organizations

Phase 4
- Internship or Practicum: Recruit, Retain Preceptors

Phase 3
- Learning: Retain Students

Students

Phase 2
- Enroll: Recruit Students

Phase 1
- Planning
- Developing
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
Creating Value Propositions for Program Services

Allied Health Training Program Worksheet
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.
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Get to know us better:
http://www.ruralcenter.org