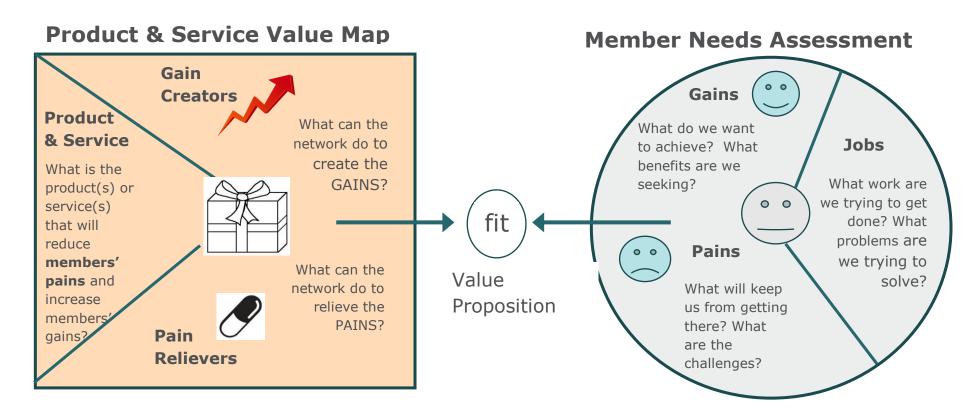


Value Proposition Canvas

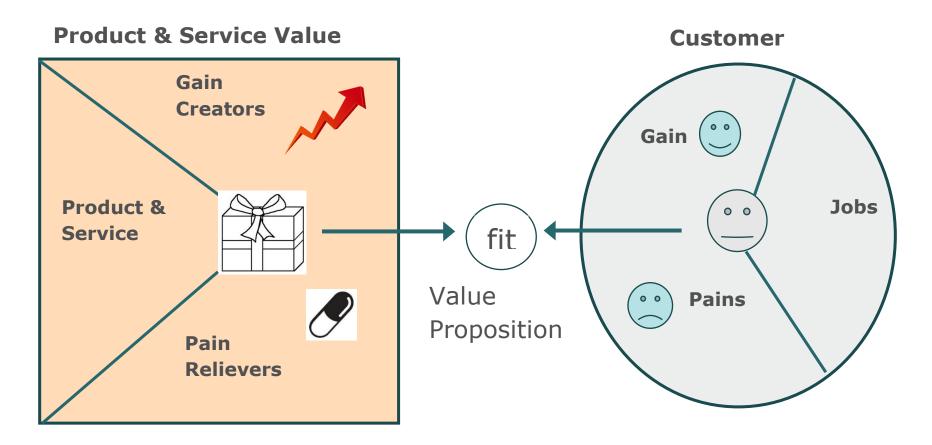
The value proposition is the fit between the Member's Needs Assessment and the Product and Service Value Map. Value Propositions articulate what the members really care about for each product and service.



Based on Business Model Generation: Business Model Canvas and Value Proposition Designer and designed by RURAL HEALTH INNOVATIONS, a subsidiary of the National Rural Health Resource Center, 3/2016, 12/2016



Value Proposition Canvas



Based on Business Model Generation: Business Model Canvas and Value Proposition Designer and designed by RURAL HEALTH INNOVATIONS, a subsidiary of the National Rural Health Resource Center, 3/2016, 12/2016

