

## **UNIFY Deliverable: ePH Business Plan Brief Plan Outline**

### **Executive Summary**

The Executive Summary will have paragraphs that mirror the sections of the business plan. It will summarize the basic concept and articulate how the project will succeed.

### **1. Project Description**

This section will describe the purpose of electronic public health (ePH) exchanges, project stakeholders, governance model and partnerships, such as our partnership with UHIN. It will describe the services that will be provided by ePH exchanges and how the activities will be funded.

### **2. Market Analysis**

Describe the trading partners and the information that will be exchanged. Which records, what parts of the records, what will trading partners get in exchange? Who are the stakeholders and what are their interests? Describe current trends in the environment.

### **3. Competitive Analysis**

Describe how things are being done now, and what advantages will be provided through ePH exchanges (e.g., operational efficiencies, timeliness, cost savings, social responsibility). What is the competitive environment? What market or social forces work against our success?

### **4. Marketing Plan**

Describe the marketing that will take place. To whom will we market and how?

### **5. Operations Plan**

Describe day-to-day operations of ePH. Where will it happen, what are the processes, equipment, technology, quality control, etc. that will need to be in place?

### **6. Management Structure**

Who are the key staff who will run the operation? How are they qualified? What is the role of each?

### **7. Implementation Plan and Milestones**

Describe the ePH project vision, short- and long-term goals. How will our success be evaluated? What are the milestones?

### **8. Budget**

What expenses will be incurred and how will they be covered?