




Business model template for DHTs

Nine key areas to define your business model:

 <p>Customer Segments</p> <ol style="list-style-type: none"> Who are the primary users and decision-makers (e.g., patients, healthcare providers, administrators) for this product? What are the unique needs of different customer segments, such as rural vs. urban populations? <p>Learn more</p>	<p>Key Activities </p> <ol style="list-style-type: none"> What core activities are required to develop, test, and launch the digital health product? How will we engage stakeholders to ensure effective distribution and sustained user engagement? <p>Learn more</p>	<p>Value Proposition </p> <ol style="list-style-type: none"> What specific problem(s) in healthcare does our digital health product solve for patients and providers? How does our product improve outcomes, reduce costs, or enhance workflows compared to existing solutions? <p>Learn more</p>	<p>Customer Relationships </p> <ol style="list-style-type: none"> How will we build trust with healthcare providers and patients for adopting the digital health product? What strategies will we use to retain customers and ensure ongoing engagement? 	<p>Key Partnerships </p> <ol style="list-style-type: none"> Which organizations or stakeholders (e.g., hospitals, insurers, or tech companies) can help scale our solution? What key resources or expertise are we acquiring from partners to improve implementation? <p>Learn more</p>
<p>Cost Structure </p> <ol style="list-style-type: none"> What are the major cost drivers in our product development and launch (e.g., software development, regulatory compliance)? How can we optimize costs while ensuring quality and scalability? 	<p>Revenue Stream </p> <ol style="list-style-type: none"> What pricing models (e.g., subscription, usage-based, or bundled services) align with customer expectations and willingness to pay? How can we diversify revenue streams (e.g., licensing, partnerships) to ensure sustainability? <p>Learn more</p>			