

# Healthcare IT Analysis & BMC Assignment

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## Assignment Overview

- Analyze a Healthcare IT company of your choice and create a Business Model Canvas (BMC) based on your research.
- This assignment will help you understand how healthcare technology companies create, deliver, and capture value in the healthcare ecosystem.
- Send your chosen company by Feb-07-2025, Friday (Telegram or Email)
- Final submission by noon, Feb-12-2025

## Company Selection

Choose a Healthcare IT company that:

- Focuses primarily on healthcare technology solutions
- Has been operating for at least 2 years
- Has enough publicly available information for analysis

Examples of company types:

- Electronic Health Record (EHR) providers
- Telemedicine platforms
- Healthcare analytics companies
- Digital health startups
- Patient engagement solutions
- Healthcare AI companies
- Healthcare cybersecurity firms

## Assignment Components

### 1. Company Overview

Provide a clear introduction to your chosen company:

- Company name and background
- Mission and vision
- Core products/services
- Target market(s)
- Key competitors

- Notable achievements or partnerships
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## **2. Business Model Canvas Analysis**

Analyze each component of the BMC for your chosen company. These are guide questions to help you analyze each building block.

### **Value Propositions**

- What healthcare problems does the company solve?
- How do their solutions improve healthcare delivery?
- What makes their offering unique?

### **Customer Segments**

- Who are their primary customers?
- How do they serve different customer groups?
- What are the key needs of each segment?

### **Channels**

- How do they reach their customers?
- What distribution methods do they use?
- How do they implement their solutions?

### **Customer Relationships**

- How do they build and maintain customer relationships?
- What support do they provide?
- How do they ensure customer success?

### **Revenue Streams**

- How does the company make money?
- What pricing models do they use?
- Are there multiple revenue sources?

### **Key Resources**

- What technology and infrastructure do they need?
- What kind of team do they require?
- What intellectual property do they have?

### **Key Activities**

- What are their most important operations?
- How do they develop and maintain their solutions?
- How do they handle compliance and security?

## Key Partnerships

- Who are their important partners?
- What kind of partnerships do they maintain?
- How do partners help deliver value?

## Cost Structure

- What are their major expenses?
- How do they manage costs?
- What investments do they need?

## 3. Analysis and Insights

Share your thoughts on:

- What makes their business model successful?
  - What challenges do they face?
  - How might they grow or change in the future?
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## Research Tips

Use sources such as:

- Company website
  - Press releases
  - Industry news
  - Healthcare IT news websites
  - Company presentations
  - Annual reports (if public)
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## Evaluation Criteria

Your assignment will be evaluated on:

### 1. Research Quality

- Use of reliable sources
- Understanding of the company
- Healthcare industry insights

### 2. BMC Analysis

- Clear analysis of all nine components
- Healthcare-specific considerations

- Understanding of relationships between components

### 3. Critical Thinking

- Thoughtful insights
- Well-reasoned analysis
- Understanding of healthcare context

### 4. Presentation

- Clear writing
- Professional format
- Proper citations

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## Submission Format

- Submit as a PDF document
- Include a visual of your Business Model Canvas
- Include your reference list
- Use proper citations for all sources

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## Tips for Success

- Focus on healthcare-specific aspects of the business model
- Consider regulatory and compliance impacts
- Think about how the company creates value for different stakeholders
- Look for what makes their approach unique
- Consider both business and healthcare perspectives

Remember: The goal is to show your understanding of both business models and healthcare IT's unique characteristics.