

Importance of Coalition Building in Healthcare

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OVERVIEW

1

Value
Proposition

2

Key
Stakeholders

3

Messaging
Strategy

4

Plan & End
Goals

Building Blocks for your Coalition

MY OBSERVATIONS

“For a successful technology, reality must take precedence over public relations, for Nature cannot be fooled.”

-Richard Feynman

“When dealing with people remember you are not dealing with creatures of logic, but creatures of emotion.”

-Dale Carnegie



COMPETING WORLDS



Scientific
Truth

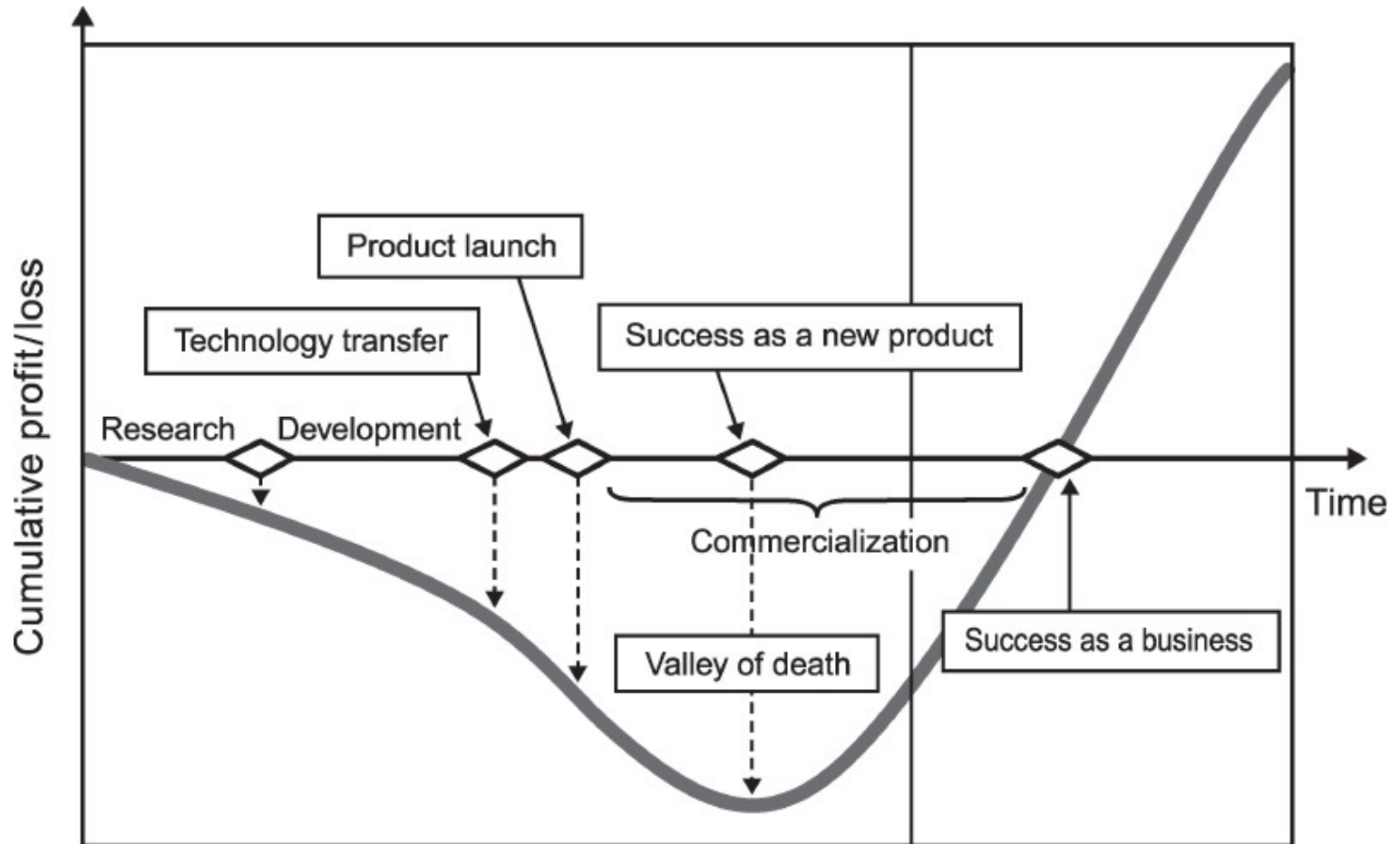
Your Innovation



Political
Truth

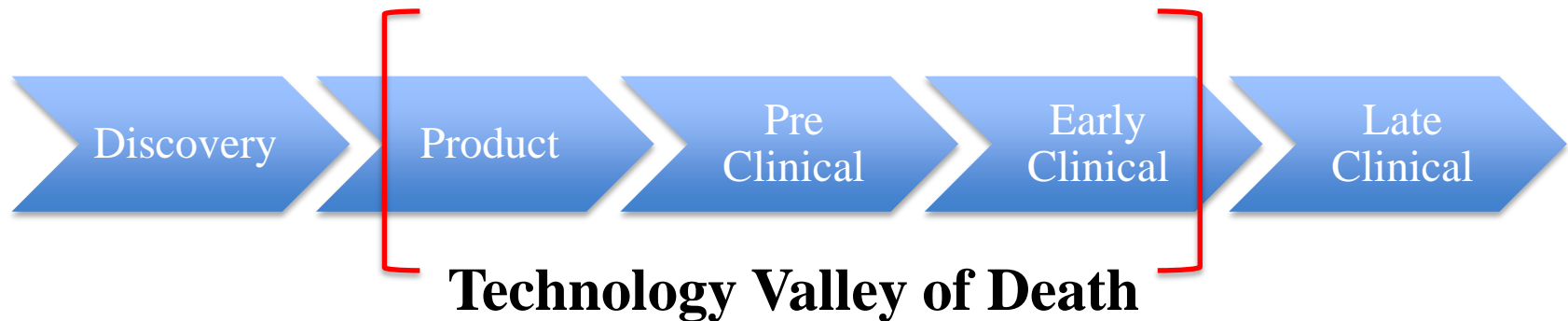


VALLEY OF DEATH

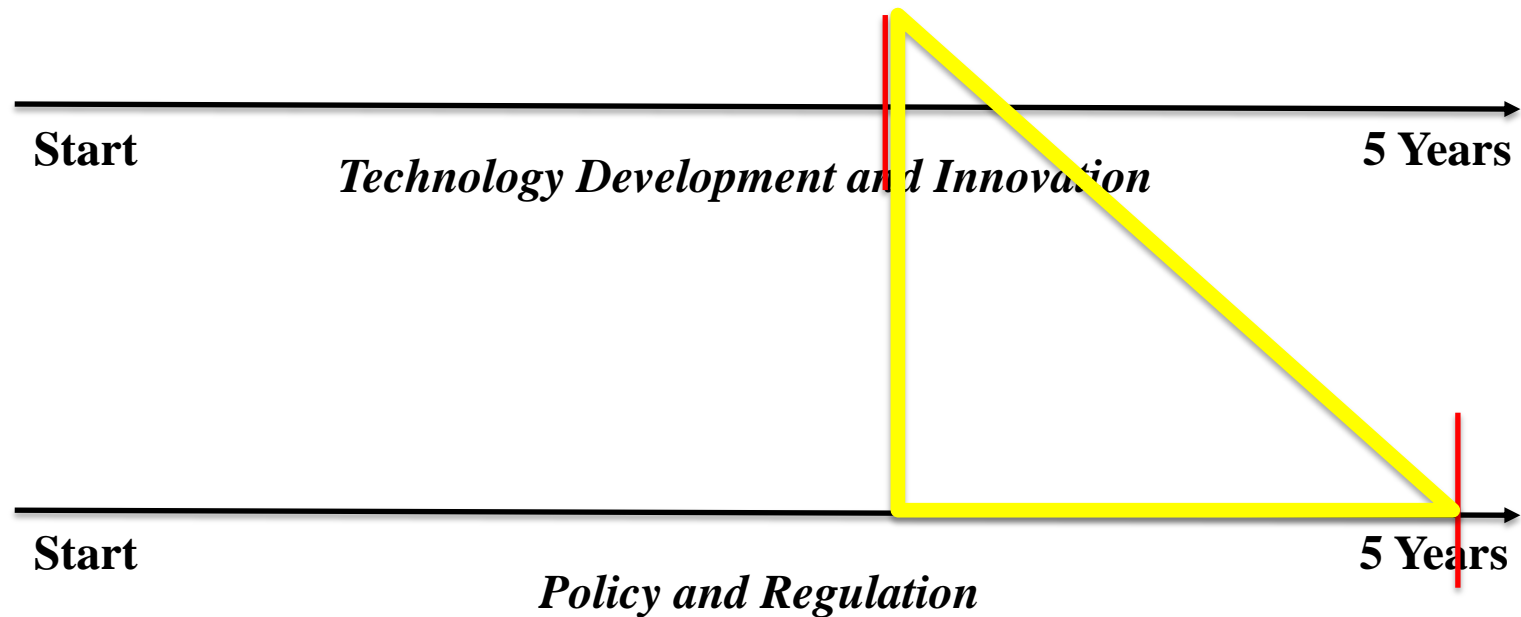


VALLEY OF DEATH

HealthCare Innovation



INNOVATION TIMELINE



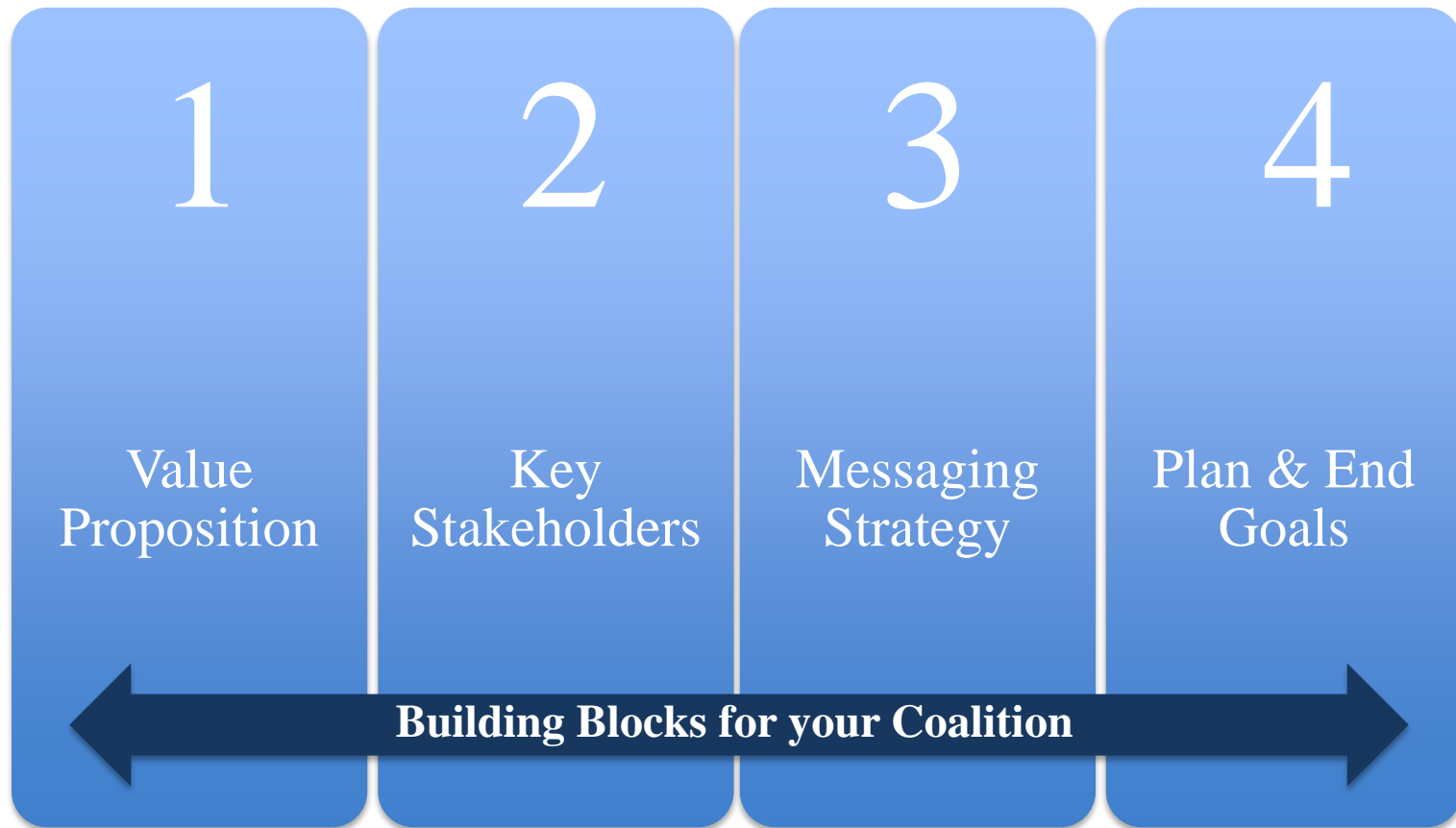
IMPEDIMENTS

1. FDA Approval
2. Tax Codes
3. Aging Regulatory Structure
4. Government Culture
5. Trials and Tests

SOCIAL CAPITAL



COALITION BUILDING



VALUE PROPOSITION



VALUE PROPOSITION

1

What is your value proposition to the client?

- This is your why, the reason you exist

2

How does it differentiate from the competition?

- Is there competition?
- If so, who?

3

What is the market applicability?

- Why should people care?
- What can you do for them?

STAKEHOLDERS



STAKEHOLDERS

1

What is your commercialization vision?

- What is your core service or standard offering?
- How does it function?

2

Who are your early adopters?

- These are people who will give you real-world feedback and help you identify what the market defines as a complete service or offering

3

Who are your core customers?

- What attributes do they share?
- What are their pain points?

MESSAGING STRATEGY



MESSAGING STRATEGY

1

What are the core components of your value proposition?

- Break them down into tangible “sound-bites” that can be used in various ways

2

What do your stakeholders care about most?

- Money?
- Community?
- Social impact?

3

How do your stakeholders best digest information?

- Formal or informal?
- In-person or digital?

PLAN & END GOALS



PLAN & END GOALS

1

What level of effort is necessary to be market ready?

- Do you have money restraints?
- Do you have resources restraints?
- Is the product or service incomplete?

2

How long will current funding keep the project alive?

- When do you need to outsource?
- Create a realistic pricing model

3

What is the onboarding process for new clients?

- Take into account the internal workload necessary for taking on new clients and how that effects your client fulfillment

NEXT STEPS

1. Take stock of your social capital
2. Create your innovation timeline in tandem with your launch timeline—identify the gaps
3. Spend time understanding your stakeholders as emotional creatures
4. Understand that business opportunities live in these “gray areas”

THE END

Full Workbook Download

www.hsdracones.com

