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***Moving Forward!***  
Business Planning for Health  
Line Initiatives

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Gil Sampson  
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# Agenda

- Outline of a recent project that produced a *Business Planning Guide for Health Line Initiatives*
- Key factors in planning a successful Health Line 'business'

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# Purpose of the *Business Planning Guide*

- Enhance sustainability of health lines by starting with a solid business plan
- Applicable to either a new ‘business’ or a major extension to an existing service
- Usable by front-line managers
- A guidebook, not a cookbook (use only the pieces that apply to each situation)
- Goal is to avoid “unintended consequences”

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# The Project

- Start with an outline of ‘conventional’ business planning principles
- Get feedback and practical experience from multiple jurisdictions
- Refine the *Guide*
- Test the *Guide* in a couple of real life scenarios

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# Ten Basic Questions to Answer Before You Launch the Product

1. What exactly *is* your proposed product?
2. Does it fit with your business?
3. Who are your customers?
4. What do they expect?
5. Who else is affected?
6. Who is your competition?
7. What risks are you taking?
8. Do you have the resources to deliver the product?
9. How will you continually improve?
10. How will you know if you are successful?