



# **Decision Support**

*Systems & Services*

## **BUSINESS CONCEPT PLAN TOPIC OUTLINE**

- I. Introduction and Executive Summary
- II. The Opportunity  
The disease... Treatments... Integrated approach to care... Multi-disciplinary service line model
- III. The Business Concept  
Facility and location... Services... Providers... Partners and constituents
- IV. Organization  
Corporate structure and governance... Management... Affiliations and relationships... Advisors
- V. The Market  
Competitors... National and regional trends... Patient care market... Other services... Demographics... Competitive advantages... Supporting strategies... Projected market penetration
- VI. Preliminary Financial Analysis  
Methodology... Revenues... Operating Expenses... Capital expenditures

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