

Manaaki Hauora - Business Case



Date:

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Overview – Important Questions

- **What are you trying to achieve?**
 - Change model of care, get funding, redistribute resource
- **Who is your audience?**
 - Clinical leaders, funders, managers, health sector
- **What does your audience need to know?**
 - Clinical effectiveness (research + project data)
 - Value proposition (cost effectiveness)
 - Trojan Horse (patient stories)

Business Case

- **Executive Summary**
 - One page summary of your business case
- **Strategic Context**
 - External perspective - population health
 - Internal perspective - primary care, NGO, DHB etc.
 - How does your project fit in this context?

...Business Case

- **Case for Change**

- All about your project – present the case
- Measures and outcomes – what is the impact
- Objectives analysis – how does your project impact your objectives

- **Options Analysis**

- Compare your project against other options or your project at different scales (ie. Do nothing, 50% scale, 100% scale, alternative options)

- **Funding Analysis**

- Detailed cost breakdown
- Cost Benefit Analysis – against other options

My Experience

- Around 40-60hrs to complete – Depend on work done to date...
- Two business cases were 20 and 26 pages long
- Don't expect everyone to read every section – ensure you have key information in the executive summary
- Work out early how you will divide the work in the team – who has the capability you need?
- Allow time to get your data and financial information in a presentable format for your audience
- Be flexible with the template – not all sections are relevant