Presenting a Business Case

1. Executive summary
2. Introduction
3. Background
4. Goals
5. Options
6. Recommended option
7. Costs/budget
8. Implementation plan
9. Evaluation plan
10. Conclusion

Where to look for information to start:

Overall direction:
- www.health.gov.on.ca/transformation/fht/fht_guides.html
- The FHT Business Plan – strategic or operational plan for Vision and Mission & goals
- Literature searches – access local health librarian via hospital, public health, university

Population and disease prevalence data:
- www.statscan.ca local LHIN, public health, stats, annual reports,
- ICES http://www.ices.on.ca/webpage.cfm practice atlases are especially useful

Other useful local data:
- Web sites, Statistics and annual reports from other healthcare providers – hospital, CCAC, Public Health, CMHC, Social Services, Parks and Recreation, Ministry of Health Promotion
- Local LHIN integrated health service plan

Useful Tools:
- Strength Weaknesses Opportunities and Threats (SWOT) analysis – a tool to help understand the potential for specific ideas in the context of your organization http://www.mindtools.com/pages/article/worksheets/SWOTAnalysisWorksheet.pdf
- Force Field Analysis - used to asses forces for change and resistance http://www.mindtools.com/pages/article/newTED_06.htm

More help? Interdisciplinary Collaboration - look within your own team or peer group

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