



Developing Your Value Proposition for Evidence-based Programs

How-To Guide and Worksheet

What is a Value Proposition?

“A value proposition is a business or marketing statement that a company uses to summarize why a consumer should buy a product or use a service. This statement convinces a potential consumer that one particular product or service will add more value or better solve a problem than other similar offerings.” A value proposition statement is used to target customers who can benefit most from a particular product service or product, and thereby helps an organization to maintain a competitive advantage.¹

Characteristics of a Strong Value Proposition

- Clearly communicates the benefits of your product or service
- Focuses on what your customers value, want, and need in language that resonates with them
- Is compelling and easy to remember
- Differentiates your product or service from the competition ^{2,3,4}

10 Questions to Guide the Development of Your Value Proposition

	Question	Response
1	What is the problem you intend to address?	
2	What is the specific intervention that you will use to address this problem?	
3	Is your service or intervention innovative or is it a common service delivered in an innovative way?	
4	What opportunities (e.g., Medicare Access and Chip Reauthorization Act - MACRA, Merit-Based Incentive Program - MIPS) can you capitalize on, and what key concerns or “pain points” for the customer can your program address (consider the potential customer’s financial and quality risks)?	
5	How will your service address the customer’s risk?	
6	What is the customer’s penetration in the market?	
7	What are the types of beneficiaries served, and the list of challenges faced by this target population?	
8	What level of access do you have to the target population? How can you effectively reach the customer’s target population?	
9	Is there is a subset of the population served by the customer that you could have the most impact in serving (e.g., dual eligibles)?	
10	Document how your program will:	
	- Reach and provide services to the target population.	
	- Demonstrate effectiveness for the individual and the population served. (What data will be shared?) Provide a Return on Investment (ROI) for the customer.	
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	- Provide continuous quality improvement.	

Sample Value Propositions

Example #1 – We have a 15-year track record of providing comprehensive and effective services to (how many) older adults in this region on a monthly basis. Our evidence-based accredited and licensed diabetes education program has been shown to provide enrollees with a statistically significant reduction in their HgbA1c of 1.0. The results have been sustained over a 6–12 month follow-up period.

Many of your patients (members) are also customers of our Area Agency on Aging, and we can directly identify the location and use of services for individuals in our network. Our research also tells us that 20,000 of your members over the age of 65 have diabetes.

Example #2 – We have a 15-year track record of providing comprehensive and effective services to (how many) older adults in this region. Our licensed evidence-based Chronic Disease Self-Management Program, originally developed by Stanford University, targets persons with two or more chronic conditions and provides essential disease self-management skills to support the achievement of health goals. This intervention is ideal for your Congestive Heart Failure population and your patients with multiple medical conditions. We can establish a formal referral process and develop a sustainability plan by accessing Medicare reimbursement for this service through HBAI (or CCM).

Writing Your Own Value Proposition

1. Reviewing your responses to the 10 Questions above, extract the key elements in bullet points to describe why your potential customer would want to offer or purchase this product or service for their consumers and what makes it innovative, unique, or better than a similar service offered by competitors.

Key Elements:

- a)
- b)
- c)
- d)
- e)
- f)

2. Next, combine your bullet points into a strong, succinct, and compelling statement about why your service is valuable and how it can help address the concerns of your potential partners. Be sure to use language that will grab your customers' attention.

Congratulations on Developing Your Value Proposition!

Practice It

Now that you have developed your statement, practice presenting it to team members and strong partners, enlist their feedback, and then refine your statement as needed. Also, apply the Continuous Quality Improvement (CQI) process to evaluate how your value proposition is received each time that you present it to a new partner, and use the feedback to continue to refine your statement over time.

Embed and Share It

It is important to embed your value proposition as part of your overall business model and to share it throughout your organization.³ Ensure that the leadership team, staff, and volunteers understand and are able to effectively articulate the value proposition. Also, use a variety of communication channels (newsletters, website, social media, print materials, etc.) to promote the unique value of your product or service.

Refine It

Keep in mind that your value proposition may change over time. Your services and strengths may evolve and the pain points of the organization or group you are engaging with may shift. It can be helpful to review the question in this worksheet periodically to see if there is anything that needs to be modified in your value proposition. After you modify your value proposition, follow the same steps to embed it into your organization and share with your partners what new value you can bring to your collaboration

Other NCOA Resources on This Topic:

[Value Proposition Tips and Sample Statement for Partnering with Patient-Centered](#)

References:

- 1 Investopedia, Value Proposition. Retrieved July 2017: <http://www.investopedia.com/terms/v/valueproposition.asp#ixzz49NqT81QP>
- 2 MindTools, Creating a Value Proposition. Retrieved July 2017: <https://www.mindtools.com/CommSkill/ValueProposition.htm>
- 3 Marketing Experiments, Landing Page Optimization: Identify and Express Why I Should Buy from You. Retrieved July 2017: <https://marketingexperiments.com/value-proposition/develop-express-value-proposition>
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