This *Worksheet* is a supplement to the *Value Proposition How to Guide,* available at [www.aginganddisabilitybusiness  
institute.org/value-proposition-how-to-guide-and-worksheet/](http://www.aginganddisabilitybusinessinstitute.org/value-proposition-how-to-guide-and-worksheet/). The following exercise will guide you through the

process of developing a value proposition. Please use the space provided below to respond to questions and develop your value proposition.

**10 Questions to Guide the Development of Your Medicare Advantage Value Proposition**

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 product innovative or is it a common service that is delivered in an innovative way?**
4. **What opportunities for delivering Special Supplemental Benefits for the Chronically Ill (SSBCI) can you capitalize**

**on, and what key concerns or “pain points” for an MA plan can your product/service address? Be sure to**

**consider the potential customer’s financial and quality risks.**

1. **How will your service address the customer’s risk?**
2. **What is the customer’s market penetration?**
3. **What are the types of beneficiaries served, and what challenges are faced by this target population?**
4. **What level of access do you have to the target population? How can you effectively reach the customer’s target population?**
5. **Are you targeting a specific population within the MA plan, e.g., people living with diabetes, Congestive**

**Heart Failure, or people at risk for falls?**

1. **Document how your program will:**
   1. **Reach and provide services to the target population.**
   2. **Demonstrate effectiveness for individuals and the overall population served. (What kind of outcome**

**data will be used to validate efficacy?)**

* 1. **Define the Return on Investment (ROI) for the customer. (Note that there are two types of ROI: hard**

**and soft.)6**

* 1. **What is the role of your primary contact with the customer? What’s their stake/perspective in**

**solving the problem you identified in questions 1-2?**

# Writing Your Own Value Proposition

1. Reviewing your responses to the 10 Questions to Guide the Development of Your Value Proposition exercise, 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 members and what makes it innovative, unique or better than a similar service offered by your competitors.

**Key Elements:**

a)

b)

c)

d)

e)

f)

1. Next, use the space below to combine your bullet points into a strong, succinct and compelling statement about why your service is valuable and how it can help address concerns your potential partners may have. Use industry jargon or nomenclature that will resonate with a health care audience (e.g., quality improvement, return on investment, HEDIS, CAHPS, etc.). Tailor the presentation statement to the person’s role in solving the problem in the organization (i.e., marketing, population health management, provider network management).