

How to Develop a Value Proposition for Evidence-Based Programs

Healthcare organizations and other stakeholders can contract with community-based organizations to provide valuable services to the people they serve. A value proposition allows your program to clearly communicate why a buyer should choose you by highlighting the key services you offer, your impact on outcomes, and the value you bring to partners and consumers. A compelling value proposition is easy to remember, differentiates you from the competition, and focuses on what your potential partners or customers value, want, and need.

Questions to guide development

- What is the problem you intend to address?
- Specifically, what key concerns for the partner can your program address?
- What is the product, approach, or service you will pitch as a solution?
- How does it solve the overall problem and partner concerns?
- How is your product innovative? Does it deliver a service in a new way?
- What percentage of partners and consumers in the market use your service?
- Who are the beneficiaries, and what challenges do they experience?
- What level of access do you have to the partner's target audience?
- Are there any sub-audiences where you could have the most impact?
- How can you effectively reach the partner's audience?
- What evidence do you have to demonstrate effectiveness for the audience?
- What is the return on investment for the partner?
- How do you manage and continuously improve quality as it relates to this service?

Writing your proposition

Document and review your responses to the questions above, distill the information to key elements that describe why your potential partner would want to use this product or service for their consumers, and what makes it stronger than a similar service offered by similar programs or companies. Combine and refine your key elements into a compelling statement that explains why your service is valuable and how it can help address your potential partners' concerns. Use language that grabs attention but isn't overly promotional or marketing-focused.

Next steps

Now that you have a statement, practice presenting it to team members, then refine it based on collective feedback.

- ✓ Embed your value proposition as part of your overall business model and share it throughout your organization.
- ✓ Ensure that leadership, staff, and volunteers understand and can articulate the proposition.
- ✓ Use a variety of communication channels (e.g., newsletter, website, social media, print materials) to reinforce the value of your program.
- ✓ Evaluate how your value proposition is received each time you present it to a new partner, then use that feedback to continue refining your statement.

Your value proposition also may change over time due to changes in program services and strengths, challenges for partners, or other external variables. It can be helpful to periodically review the questions in this guide to see whether anything needs to be modified. After you modify your value proposition, follow the same steps to embed the update into your organization and share it with partners.