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| Value Proposition(s) | What value does the AF CoE offer to patients? |
| | How will the AF CoE support the health care team caring for patients? |
| | How will the AF CoE generate patient referrals and revenue streams? |
| | Given the questions above: What services/products will the AF CoE offer? What is the minimum viable product (see Table 3.1)? |
| Cost Structure | What are the most important costs to stand up an AF CoE? (personnel, equipment, infrastructure, etc.) |
| | What resources are available now or in the future to support the AF CoE? |
| Revenue Streams | 1. Sources: grants, institutional support, philanthropy, etc. |
| | 2. Model: combination of revenue sources to start activities of AF CoE while establishing business case to institution |

Table 3.3 Articulating a value proposition.

AF = atrial fibrillation; CoE = Center of Excellence.