

Customer *Segments*

“Customers” include
more than Payers

Customer *Segments*





Who are your most important customers?



Who are your most important customers?

What are their *archetypes*?



Who are your most important customers?

What are their *archetypes*?

What **job** do they want you to get done for them?

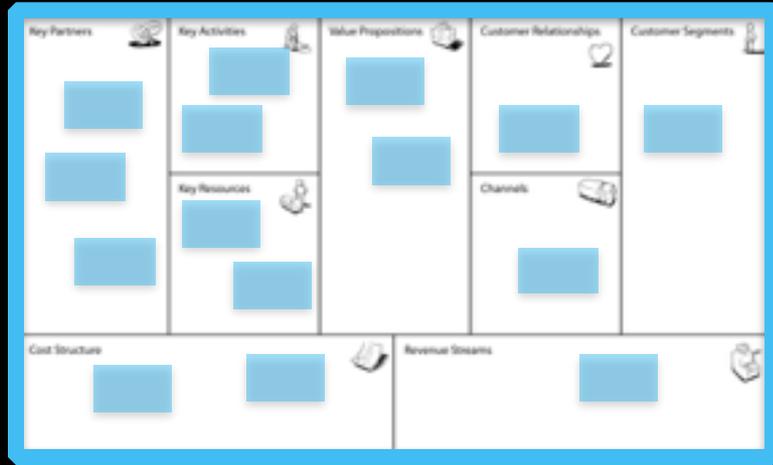
Why do we group into
Customer Segments?

Different *Customer Segments*
often have...

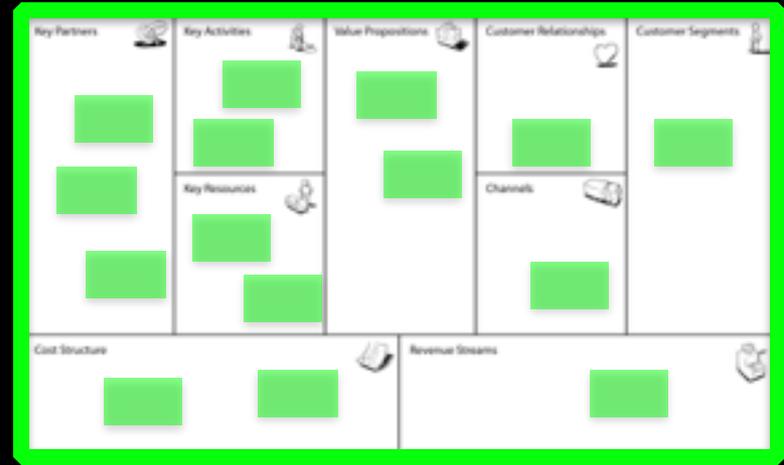
Different *Customer Segments*
often have...

different problems, needs, and
Business / Process Models

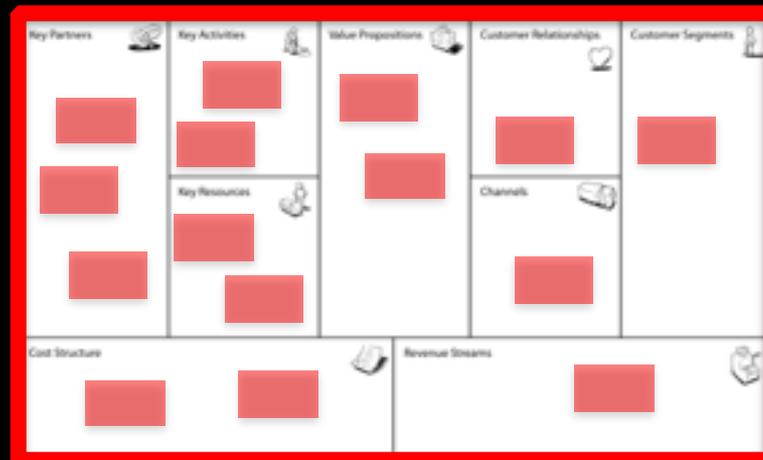
Customer Segment #1



Customer Segment #2



Customer Segment #3



Customer Segments



Customer Segments



Customer Segments



Value Propositions



Value Propositions



Value Propositions



Channels



Channels



Channels



Customer Relationships



Customer Relationships



Customer Relationships



Revenue Streams

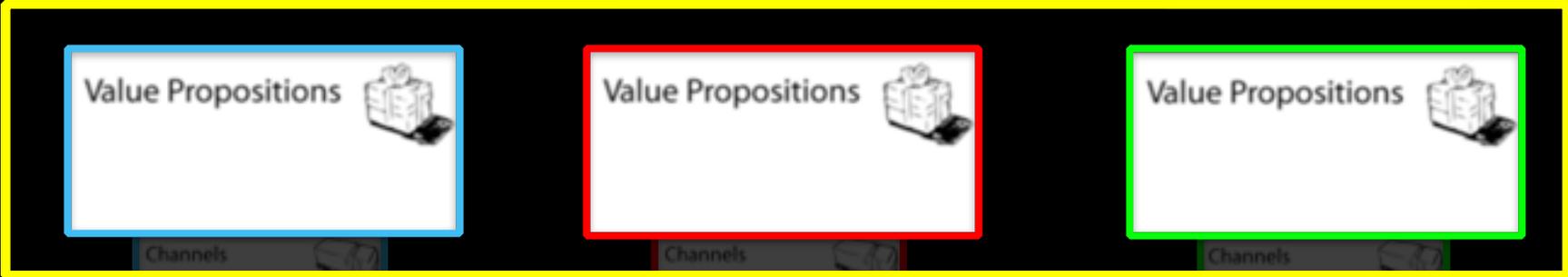
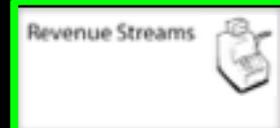
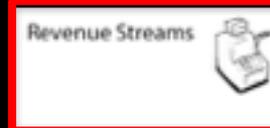
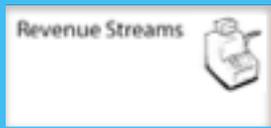
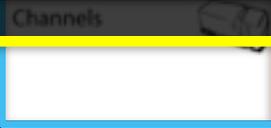
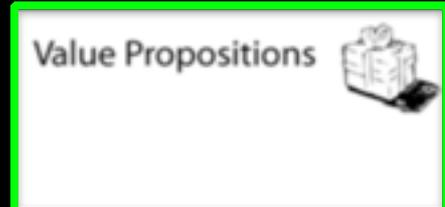
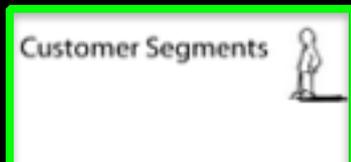
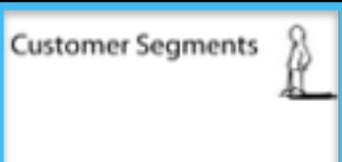


Revenue Streams

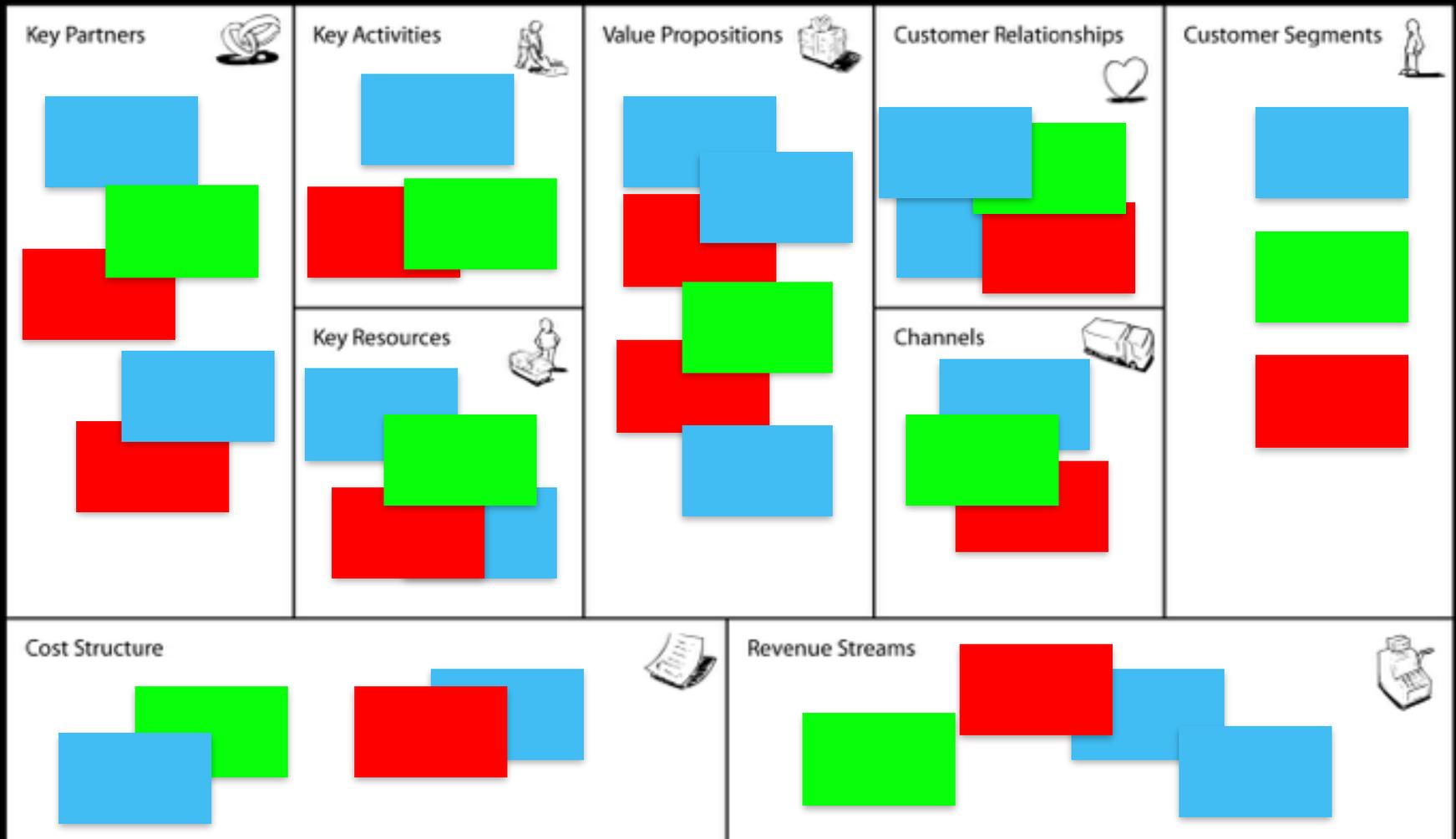


Revenue Streams





Customer Segments #1, #2, #3



**Customer Segments
often have**

Sub-Segments



Hospitals

Customer *Segment*

Group
University Teaching
Hospitals

Definition

Those large hospitals with over 400 licensed beds, a scope of service index over 100, heavy teaching emphasis (over 700 intern hours per bed) and either are the primary-training site for a university which has a school of medicine or has over 1,000 intern hours per bed.

Major (Non-University)
Teaching Hospitals

Those hospitals with over 500 intern hours per bed that do not qualify as a university teaching hospital.

Large Teaching Emphasis
Hospitals

Those hospitals over 300 licensed beds and between 200 and 550 intern hours per bed.

Medium/Small
Teaching Emphasis Hospitals

Those hospitals under 300 beds with between 200 and 550 intern hours per bed.

Extremely Large Sized Hospitals

Those urban hospitals with 500 or more licensed beds that do not qualify for any other group.

Large Sized Hospitals

Those urban hospitals with at least 380 but under 500 licensed beds that do not qualify for any other





~~Hospitals~~

Customer
Sub-Segments

**University Teaching
Hospitals**

**Major (Non-University)
Teaching Hospitals**

Not *Done*

Customer *Types*

Stakeholders

Customer ~~*Types*~~



Find the people!

University Teaching Hospitals

- *End User*



Find the people!

University Teaching Hospitals

- *End User*
- *Decision Maker*



Find the *people!*

University Teaching Hospitals

- *End User*
- *Decision Maker*
- *Payer*



Find the *people!*

University Teaching Hospitals

- *End User*
- *Decision Maker*
- *Payer*
- *Influencer*



Find the people!

University Teaching Hospitals

- *End User*
- *Decision Maker*
- *Payer*
- *Influencer*
- *Recommender*



Find the *people!*

University Teaching Hospitals

- *End User*
- *Decision Maker*
- *Payer*
- *Influencer*
- *Recommender*
- *Skeptic*



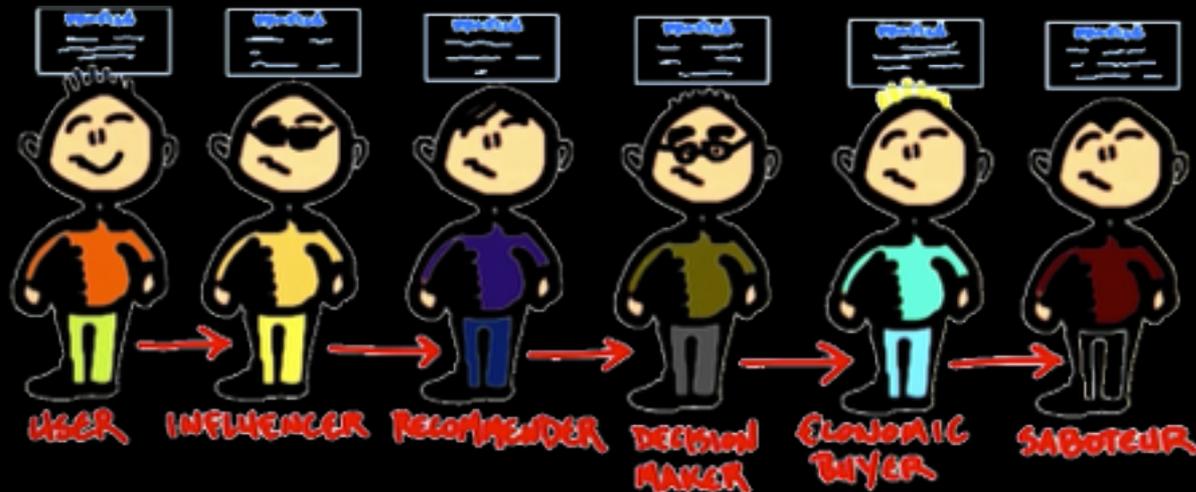
Customer *Stakeholders*

University Teaching Hospitals

- *End User*
- *Decision Maker*
- *Payer*
- *Influencer*
- *Recommender*
- *Skeptic*

And *Finally*

Identify *Archetypes*

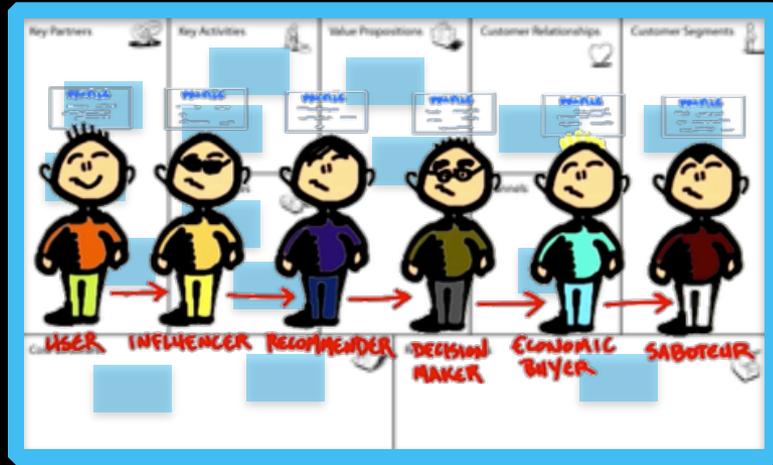


to understand implementation decision

End User *Archetype*



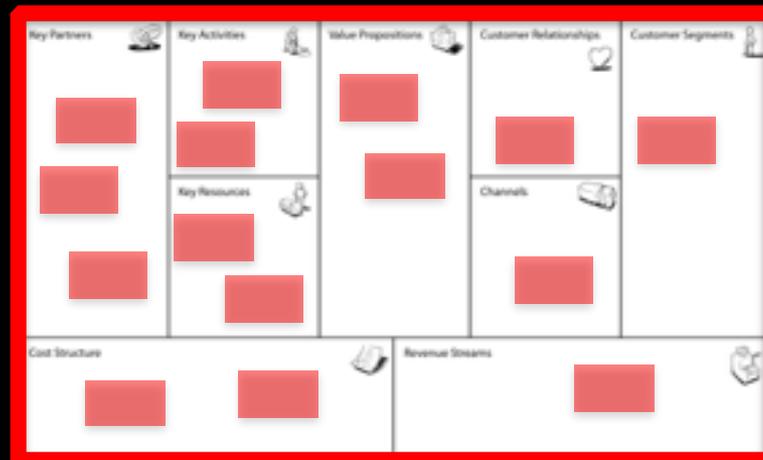
Customer Segment #1



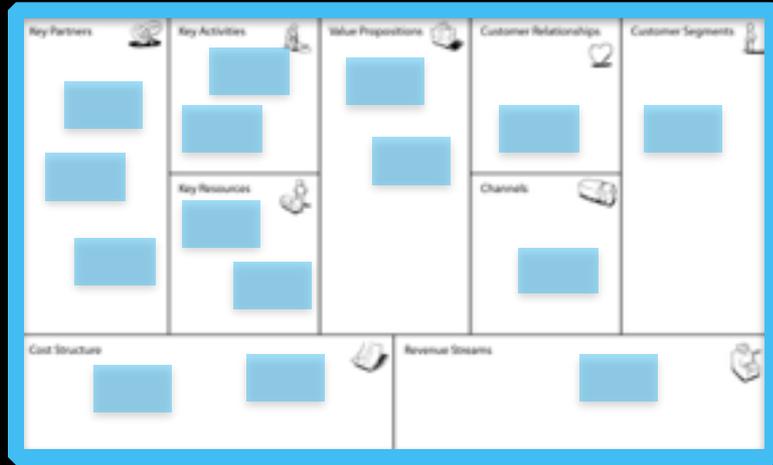
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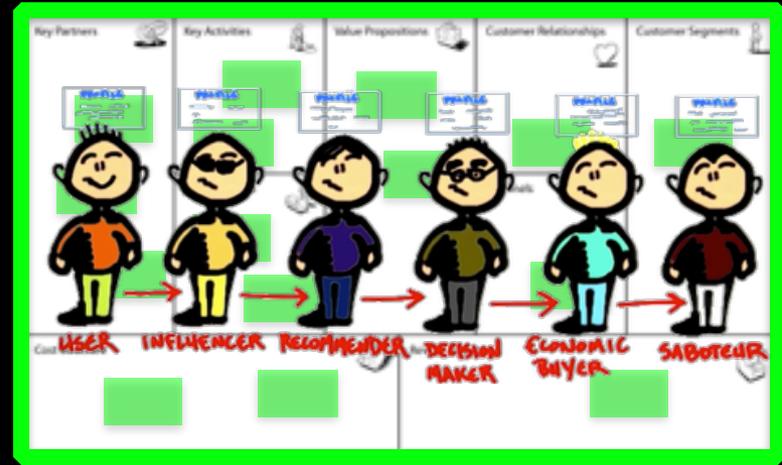
Customer Segment #3



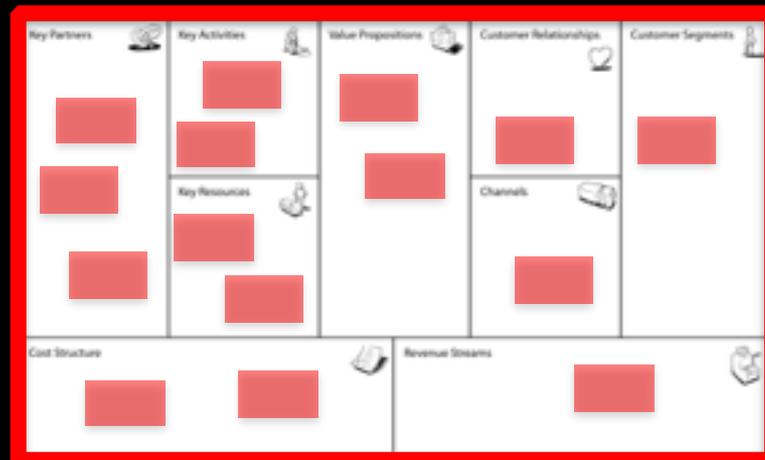
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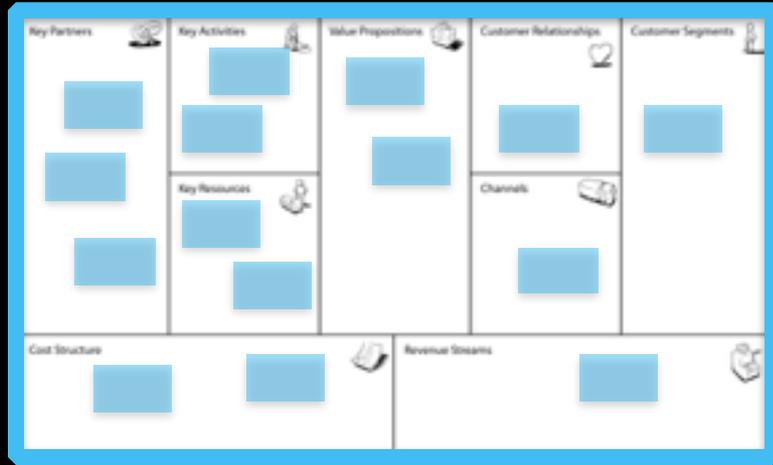
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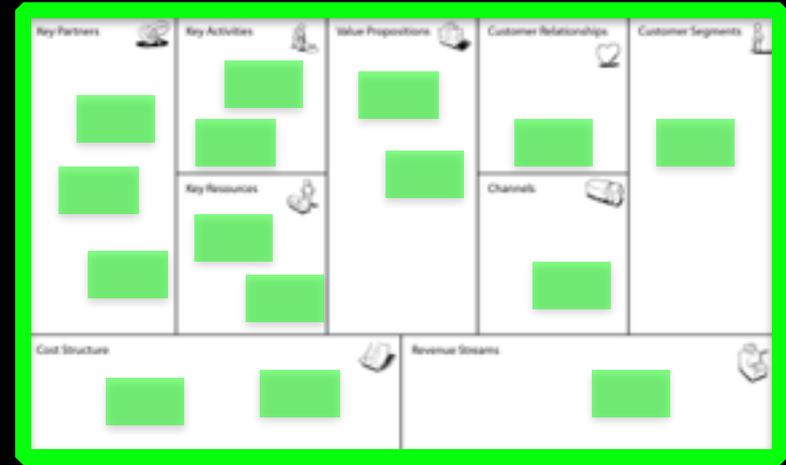
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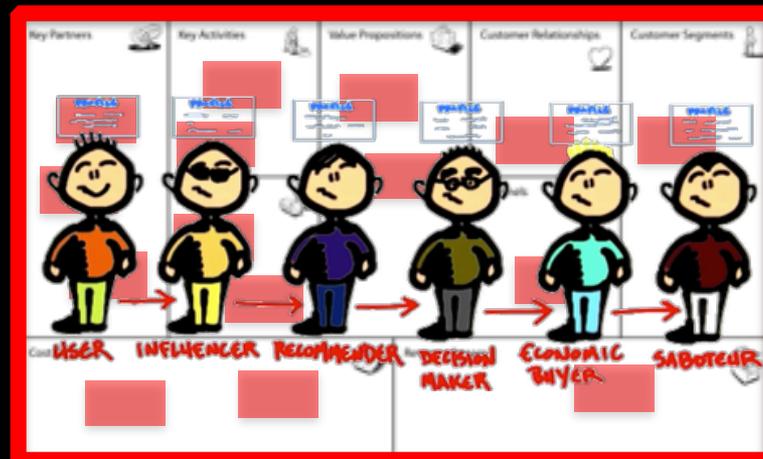
Customer Segment #1



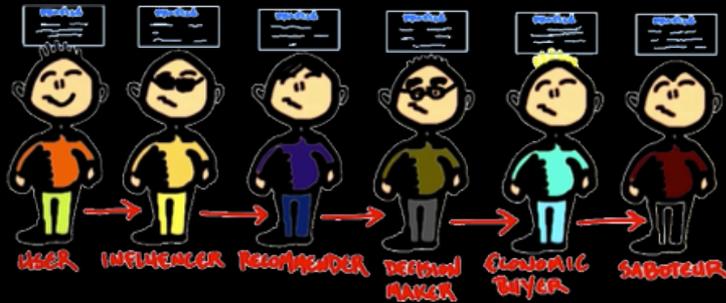
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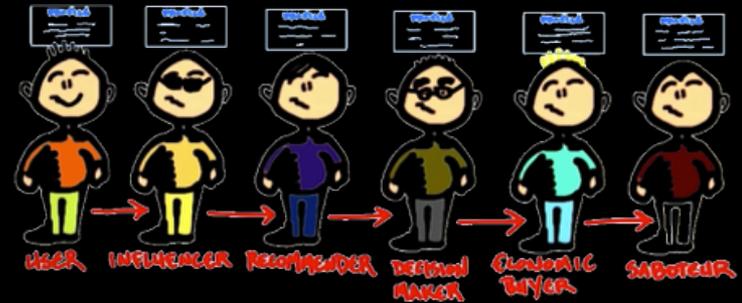
Customer Segment #3



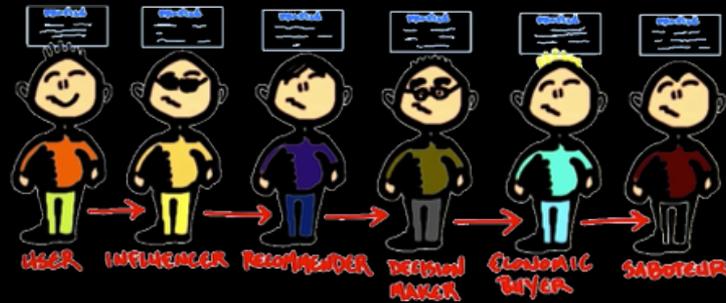
Customer Segment #1



Customer Segment #2



Customer Segment #3



Why do we group into
Customer Segments?

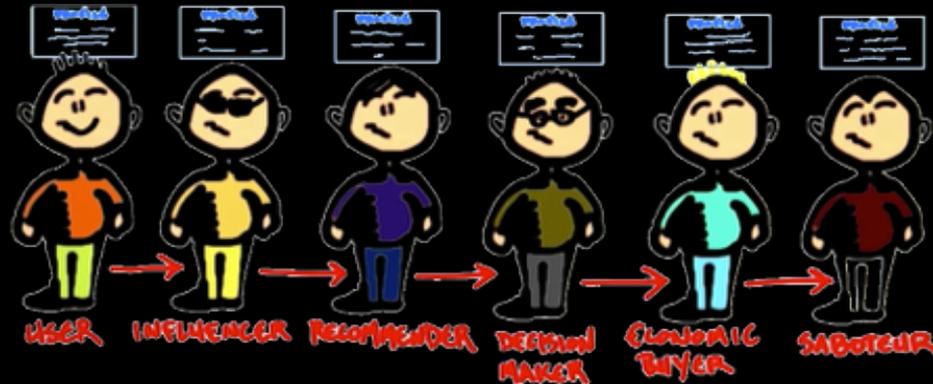
Different *Customer Segments*
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Different *Customer Segments*
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different Business *or Process*
Models

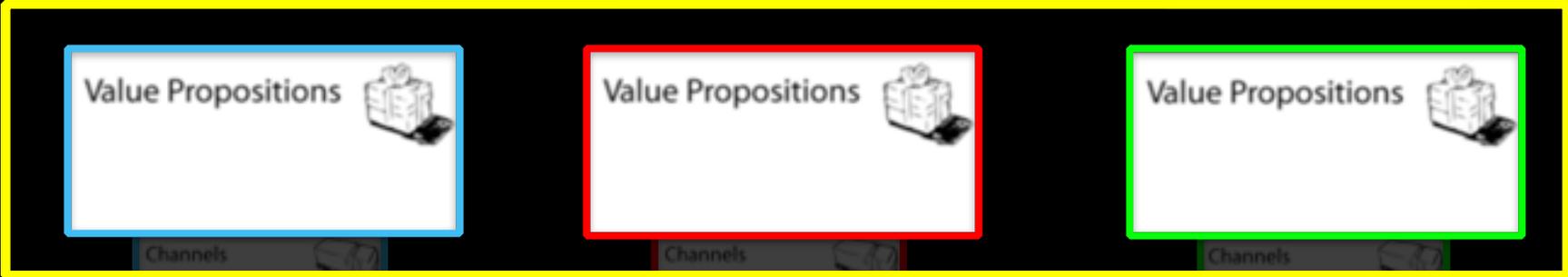
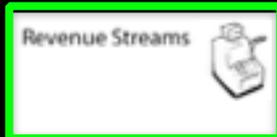
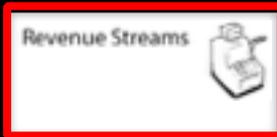
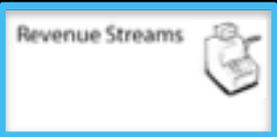
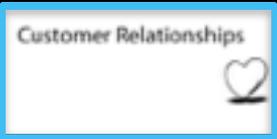
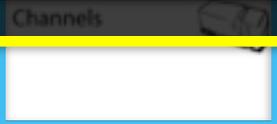
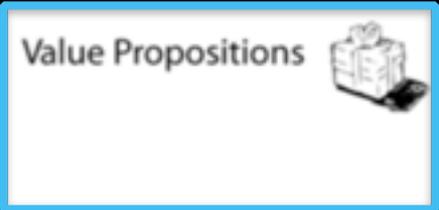
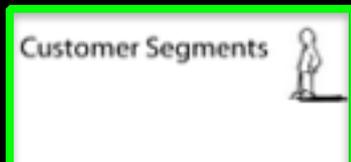
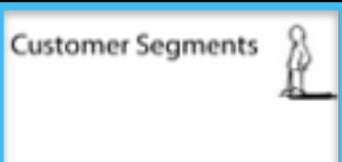
But *Remember*

Different *Stakeholders* also often have...



**Different *Stakeholders* also
often have...**

Different *Value Propositions*



**Different *Stakeholders* also
often have...**

Different *Motivations*