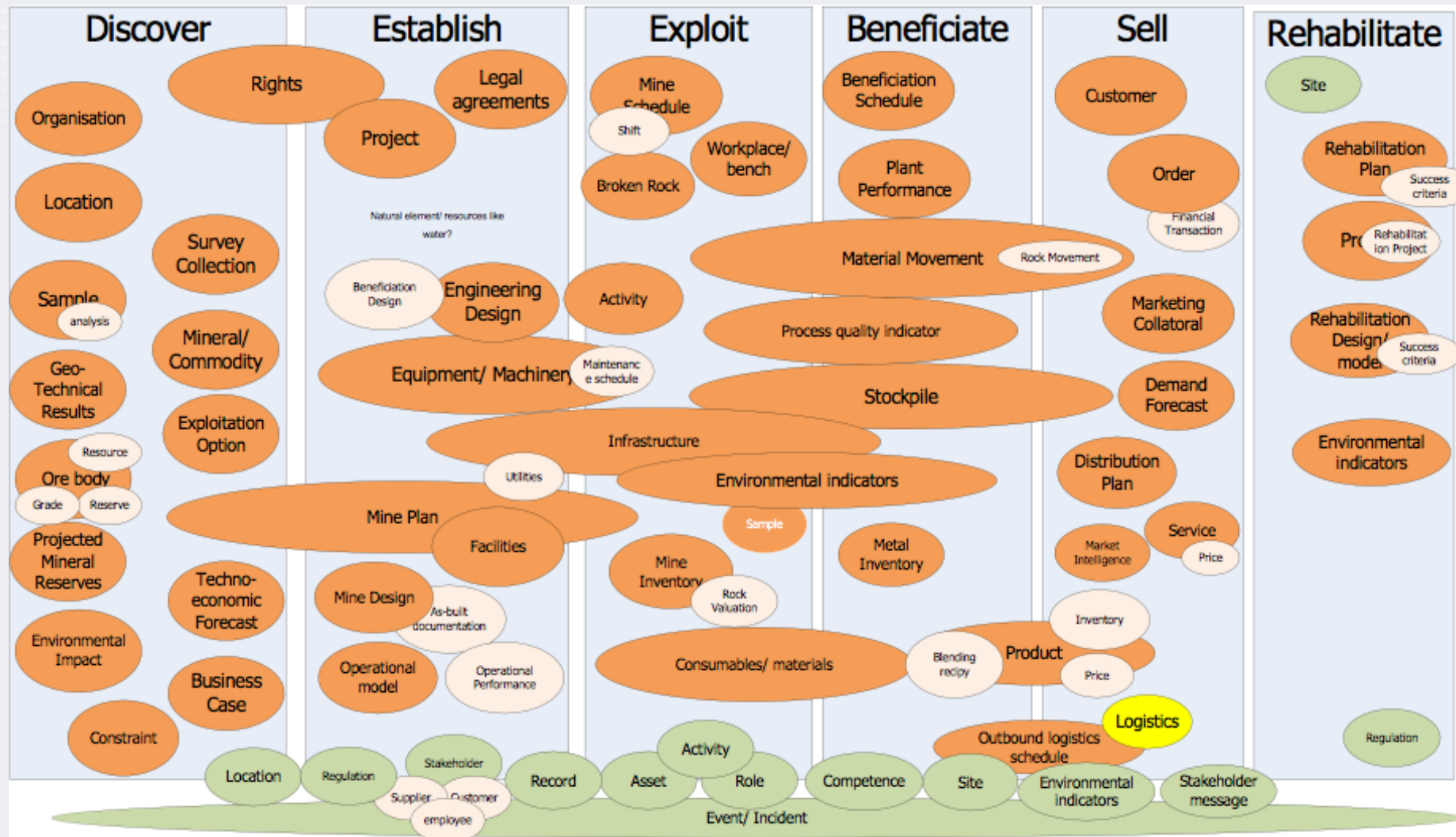


# Healthcare as a Business Model

- To provide a common definition of the business elements that will enable the transformation of the structure, to achieve our defined strategy and deliver the desired outcomes (i.e. healthcare performance)
- Consider elements of Business Area, Function, Process, Role

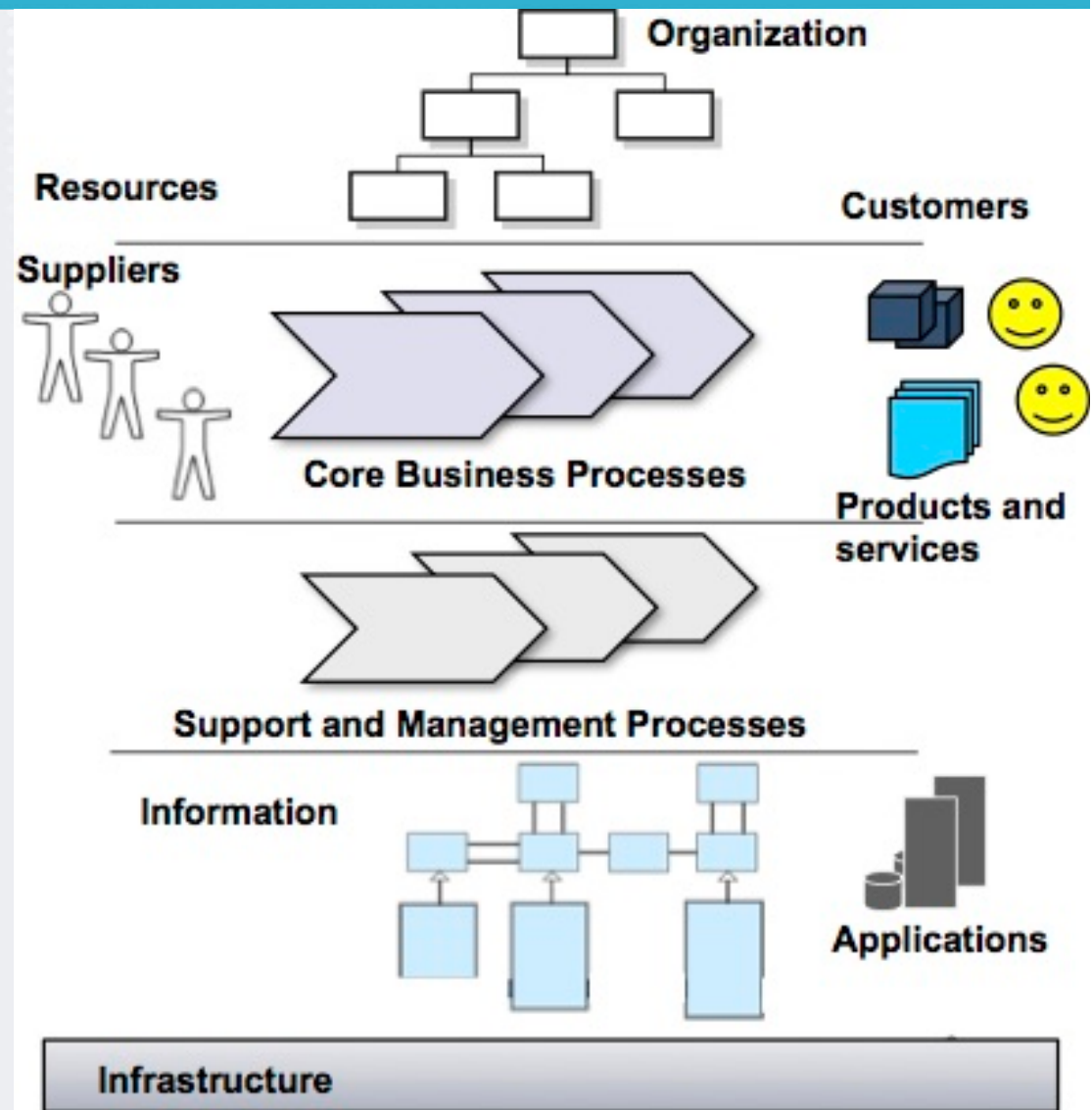


# Information Components to consider in an Enterprise Process area

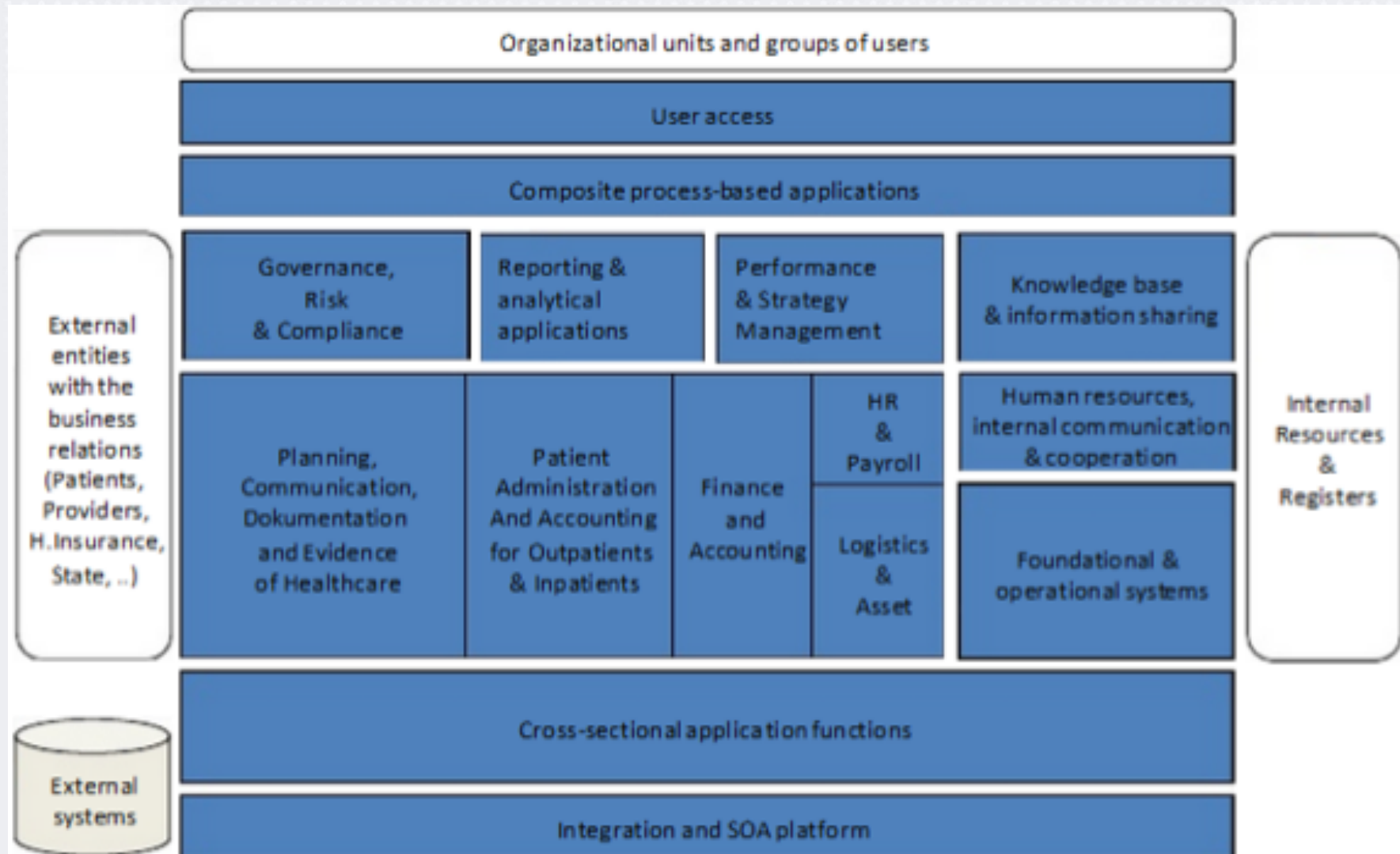


# A Business model: Elements

- An **organisation** produces **products** and **services** for our **customers**.
- The products and services are (results of) **core business processes**.
- **Support processes** support the core processes.
- **Management processes** govern the operation of the system.
- The processes need **information**, which can be processed by **applications** that run on an **infrastructure**.



# Business Model for Healthcare: Example

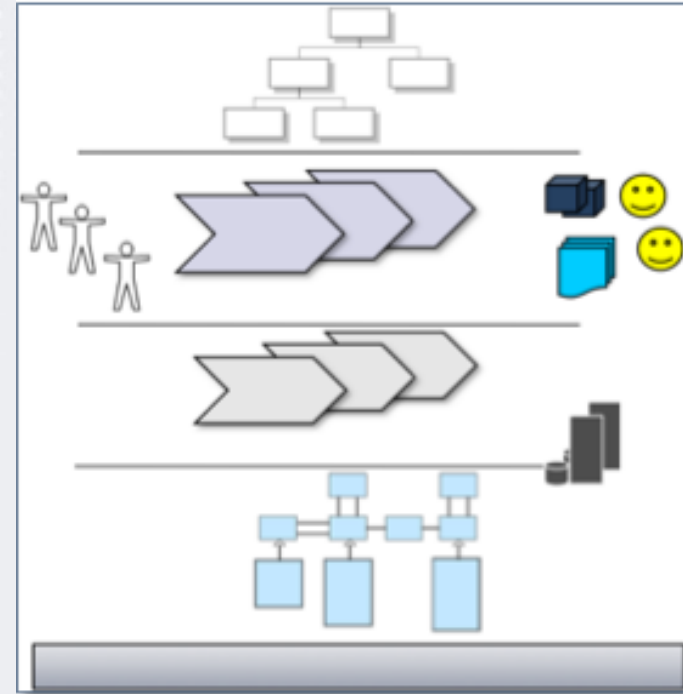


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# A Business model: Processes and Flows

- Real/Core Business process
  - Flow of material, people, products, services etc.
- Financial process
  - Flow of money
- Information flow
  - Flow of data
- Business process
  - Flow of tasks and messages



# Exercise-7

I own and manage a florist's shop called My Florist.

I want to start emailing reminders to customers when special occasions are due for which they have brought flowers in the past - for example a spouse's birthday.

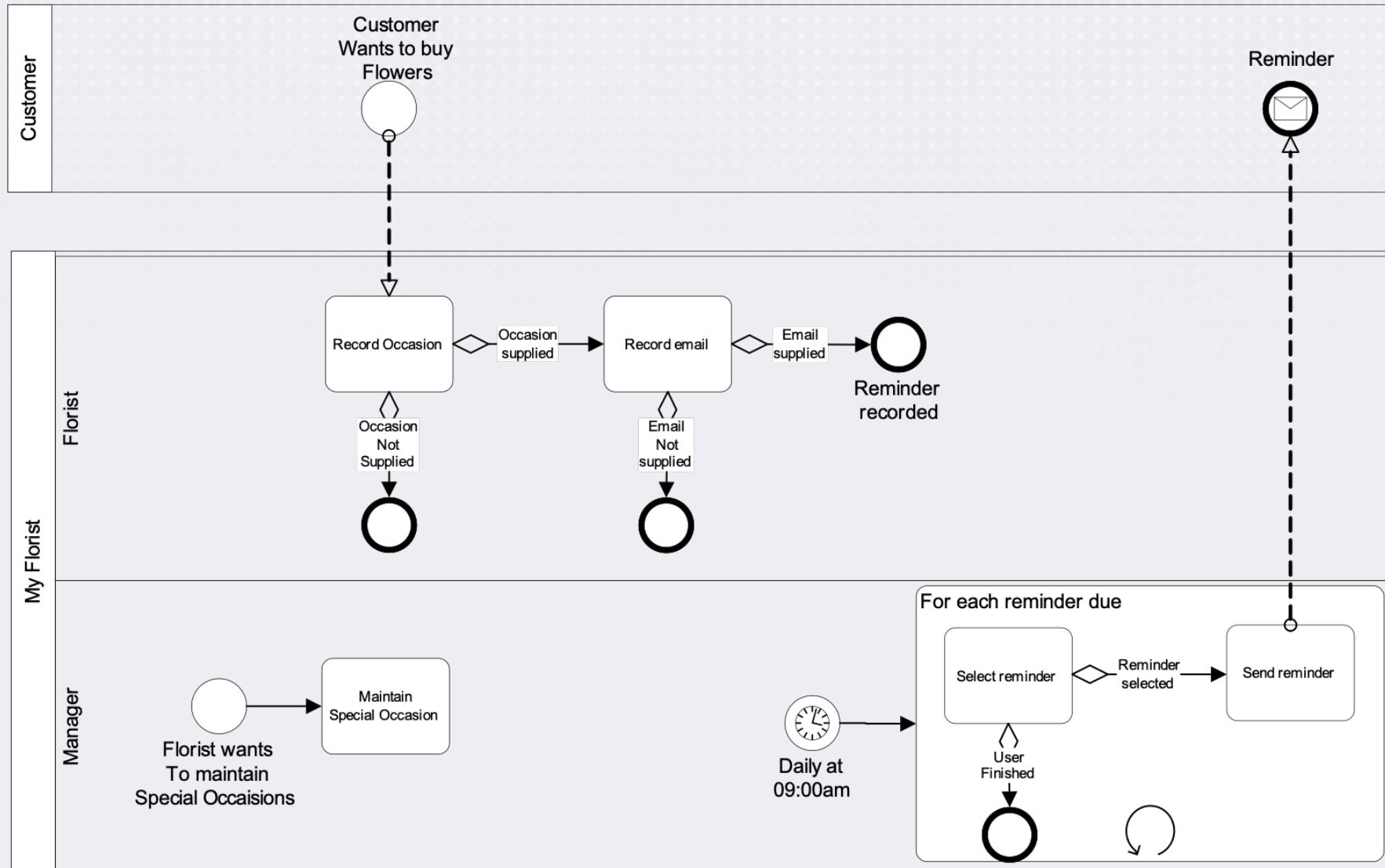
So when a customer buys flowers, I want the florist to capture the occasion and email address (if possible: there may be no special occasion involved, or they may not wish to tell us what it is, or they may not want to tell us their email address).

Then daily at 9am I want to be able to review what reminders could be sent that day, choose which ones I want to send, write an email and send it.

Draw the above TO-BE process model to support the above scenario, using pools, lanes and correct BPMN notations.



# Exercise-7: Answer



N.B. The same **person** could fulfil the **role** of Florist AND Manager.