

Key Partners



DMA
YL
PLO
FAS

Doctors (Course attendees)
Doctors (Course creators)

Development team

Key Activities



Creation and maintenance
of course material

Attending courses

Active learning by doctors

Key Resources



BMJ Courses

DMA Courses

DMA Website

Social Channels

Value Propositions



The doctors have strict time
constraints

Knowledge distribution

Framework for continuous
improvement

Framework for feedback

Incentive for learning

Motivation for learning

Accessibility of course materials

Improved patient care and
society overall

Customer Relationships



Doctors (Course attendees)
Provide simple and motivating ways to
get educated

Doctors (Course creators)
Provide tools and help for developing
courses

Channels



DMA Website
(Desktop and Mobile access)

Social channels

Conferences

Journals (i.e. Ugeskrifter.dk)

Customer Segments



DMA (And children associations)

Doctors (Members of DMA)

Patients / Society

Cost Structure

The business model is value driven

IT Development is the most expensive resource cost

Maintenance and content development are the most expensive activities



Revenue Streams

DMA Membership funding

Pay-to-View for Non-members

