

Key partners DMA Offices Doctors (Educators) Web development team DMA member doctors Course creators	Key activities Creation of course material Attending courses Active learning by doctors	Value propositions More convenient knowledge access The doctors have strict time constraints Framework for continous improvement Knowledge distribution Framework for feedback Incentiment for learning Motivation for learning Accessability of course materials Improved patient care and society overall		Customer relationships Doctors (Educators) Someone to instruct them how to create course material Doctors (Learners) Self-servicel	Customer segments DMA itself The actual customers of the proposed project Members of DMA Specifically the doctors Patients benefitting
	Key resources BMJ The DMA’s partnership with BMJ DMA Courses The courses created by DMA and their associated course creators DMA Website The primary delivery platform			Channels DMA Website Main channel Desktop workstations Current channel, preferably improved Mobile devices Mainly future channel. Partly current through the website Mobile devices Mainly future channel. Partly current through the website Conferences Current channel Social channels Ugeskriftet.dk Newsletter	
Cost structure Free Possibly as a part of the DMA membership			Revenue streams DMA member subscription fee Course Pay2View fee Governmental support		