Key Partners	
DMA	
YL	
PLO	
FAS	
Doctors (Course atter	ndees)
Doctors (Course crea	ators)
Development tea	m
Various e-learning sol	utions



Key Activities



Creation and maintenance of course material

Active learning by doctors

Attending courses

Key Resources



(i.e. BMJ)

DMA Courses

DMA Website

Social Channels

Value Propositions



Streamlined communication strategy

Knowledge distribution

Framework for user feedback and continuous improvement

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

Customer Segments

DMA (And children associations)

Doctors (Members of DMA)



DMA Website (Desktop and Mobile access)

Social channels

Newsletters

Channels



Journals (i.e. Ugeskrifter.dk)

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

