

# IAB 202 - Business of IT

Assignment Two - Report on potential business Paths to Wellness(PtW)

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# Table of Contents

## [Table of Contents](#)

## [Introduction](#)

## [Business Model Canvas](#)

### [Value Propositions](#)

[Rehab App](#)

[Counselling Support Services](#)

[Professional Community Forum](#)

[Recovery Support App Marketplace](#)

[Training Venture](#)

### [Customer Segments](#)

[Rehab App](#)

[Counselling Support Services](#)

[Professional Community Forum](#)

[Recovery Support App Marketplace](#)

[Training Venture](#)

[Integration / Overlap](#)

### [Channels](#)

[Rehab App](#)

[Counselling Support Services](#)

[Professional Community Forum](#)

[Recovery Support App Marketplace](#)

[Training Venture](#)

[Integration / Overlap](#)

### [Customer Relationships](#)

[Rehab App](#)

[Counselling Support Services](#)

[Professional Community Forum](#)

[Recovery Support App Marketplace](#)

[Training Venture](#)

### [Key Activities](#)

[Rehab App](#)

[Counselling Support Services](#)

[Professional Community Forum](#)

[Recovery Support App Marketplace](#)

[Training Venture](#)

### [Key Resources](#)

[Rehab App](#)

[Counselling Support Services](#)

- [Professional Community Forum](#)
- [Recovery Support App Marketplace](#)
- [Training Venture](#)

#### [Key Partners](#)

- [Counselling Support Services](#)
- [Professional Community Forum](#)
- [Recovery Support App Marketplace](#)
- [Training Venture](#)

#### [Cost Structure](#)

- [Rehab App](#)
- [Counselling Support Services](#)
- [Professional Community Forum](#)
- [Recovery Support App Marketplace](#)
- [Training Venture](#)

#### [Revenue Streams](#)

- [Rehab App](#)
- [Professional Community Forum](#)
- [Recovery Support App Marketplace](#)
- [Training Venture](#)

#### [Digital Marketing Strategy](#)

##### [Plan](#)

##### [Reach Out](#)

- [Social Media marketing](#)
  - [Campaigns](#)
  - [Audience Participation](#)
  - [Managing Social Presence](#)
  - [Feedback](#)

##### [Encourage Action](#)

##### [Convert to a sale](#)

##### [Engage Customers](#)

#### [Conclusion](#)

## Introduction

PtW is an industry leader within the drug and alcohol rehabilitation sector, they deliver a mix of residential and community services with 3 major live in residential sites for inpatient treatment and community services all throughout queensland such as alcohol and drug counselling, education and alcohol/drug prevention services.

A chief motivating factor in developing technologies to assist patients within their services is to provide after treatment support to patients as well as link them up with existing services to assist in their recovery.

Initially PtW will focus on developing an application to be sold to existing rehabilitation organisations that will integrate with their existing services to support their patients after they have completed a treatment program, the business will develop technologies to assist counselling services across Queensland including rural and remote areas. Another business opportunity is the creation of a forum for rehabilitation professionals, as PtW possesses internal medical specialists as well as a willingness to create a community of sharing knowledge and assisting in training. It will create a Recovery Support Marketplace, a platform where developers can sell apps to organisations and collaborate with industry. PtW will provide teaching materials and facilitate the development of specialised courses and create new industry recognised diplomas for higher learning institutes like TAFE Queensland, and registered training organisations. Operations of the business, its costs and its revenue will be detailed using the Osterwalder Business Model Canvas.

## Business Model Canvas

### Value Propositions

#### Rehab App

Tracks the progress of wards admitted in rehab instead of a physical visit and to get to know the latest trends, techniques and progress in this field.

This application is made available across all the platforms, all devices. One can chat with psychiatrists/doctors along with checking current health status and progress made by the patients are included in the system. Users can access this with their patient id. Confidentiality is maintained owing to sensitive data. No such apps available in the market. This application is very user-friendly, content rich, aesthetic and consumes less storage space.

#### Counselling Support Services

This joint venture aims at creating awareness among people even at remote areas. This initiative helps people to recover from various addictions and works toward avoiding stigma

around this matter. This organisation intends to provide social service rather than making profits. This organisation ensures safe and speedy recovery of patients from various addictions.

## Professional Community Forum

This forum will be designed to attract professionals working in this field, to come together for discussion of important topics and sharing ideas and thoughts. The forum acts as a platform for having a healthy discussion of issues concerning assets in the rehab industry and finding solutions and advice to tackle them. The organisation's main motive is to build a well interconnected network of experts working in this field, allowing the sharing of information and experience amongst industry veterans and to contribute to the community positively.

## Recovery Support App Marketplace

They intend to build an online marketplace for the app developers to showcase and sell their applications. The users can visit this marketplace to buy/download the app. This will help the upcoming developers greatly to have a place to sell their apps. It unifies such developers and thus builds and strengthens the community.

## Training Venture

To have more people come forward to help people and provide community service, PtW plans on building a training center to train them efficiently. These centers provide training to the professionals to treat and serve addicts, and equip them to effectively conduct awareness programs amongst people to prevent addiction. Social media is used widely to provide awareness among youngsters.

## Customer Segments

### Rehab App

The Rehab App that PtW will develop will target the niche market of rehabilitation businesses and NGOs and their patients who have completed an in-house treatment program at their facility. These businesses and organisations provide a specialised service through multi-discipline treatment using therapy, psychology and psychiatry to drug and alcohol addicts who live on-site at a treatment facility. They require a specialised IT solution to best cater to their patients needs.

## Counselling Support Services

PtW will develop a software service for a niche customer base of counselling businesses, NGOs and Queensland Health. These organisations provide counselling and therapy services to the general public, unlike most health services counselling and therapy do not require face-to-face contacts.

## Professional Community Forum

PtW' online forum for rehabilitation professionals will have a niche market of rehabilitation professionals enabling collaboration.

## Recovery Support App Marketplace

PtW' application marketplace will have a multi-sided customer base. The customer segments that the business will create value for are software/app developers and rehabilitation organisations/businesses. These customer segments have different needs from this marketplace, app developers need the ability to easily release updates for their software and receive feedback from their users and rehabilitation organisations need a wide range of applications so they can select the applications most suitable for how they run their business/organisation.

## Training Venture

This venture will have a multi-sided platform, the customer segments this venture will target are the rehabilitation industry and higher learning institutes and registered training organisations. These customer segments are distinguished by their needs, rehabilitation organisations need specialist staff to provide the most effective care for their patients and higher learning institutes and registered training organisations need teaching materials to create new units and diplomas that will train specialist staff for this industry.

## Integration / Overlap

Many of the ventures PtW will develop will be provided to the rehabilitation industry and some of the ventures include rehabilitation businesses and organisations as partners, therefore the business will need a dedicated sales force to create and maintain partnerships and its customer

base. Also, PtW should use its partnerships in the rehabilitation industry as channels to reach customers in the counselling and therapy sector.

## Channels

### Rehab App

The Rehab App is an application provided to a business or organisation. To raise awareness and help our customers evaluate our application, PtW will demonstrate the application at industry events such as the Australian Rehabilitation & Assistive Technology Association Expo and market the application on the business's website, in addition the business will be advertised on the Professional Community forum. The Rehab App will be licensed to businesses, their patients will be able to access its services via any device. Post sales support will be provided by our business.

### Counselling Support Services

To raise awareness about PtW' Counselling Support Services the business will use its partner network in the rehabilitation industry to reach out to counselling and therapy organisations and businesses.

### Professional Community Forum

A community forum can be delivered via a simple forum website, access would be restricted to rehabilitation industry professionals, requiring forum account registration with a link to a rehabilitation organisation (via Medical license number or similar). To enhance accessibility a mobile version of the forum website would be included to allow access from all types of devices, with the addition of a simple app that handles forum login and registration and links to the forums URL. Awareness and interest will be generated via direct E-mail to industry partners inviting them to join the professional community forum.

### Recovery Support App Marketplace

PtW will raise awareness about its App Marketplace through its in-house sales force and its website. Customers will be able to evaluate products through the store pages for the applications in addition PtW could invite developers to show their applications at an existing industry expo or conference or at an event that the business establishes with its rehab organisation partners and developer partners. App purchases would be made through the marketplace and post-sales support for developers would be handled by the businesses in-

house support team and post-sales support for the businesses rehabilitation organisation customers would be handled by the developers.

## Training Venture

PtW will raise awareness about its training venture through its sales force and partners in the rehabilitation industry. The higher learning customer segment will be able to evaluate the product by reviewing a sample of the teaching materials provided by the businesses sales force. Purchases of teaching material will be made through the businesses sales team and the teaching material will be delivered to the customer through digital means, either through cloud hosting or licensed to the customer for them to make available to their students through their institutes website. The business will work with its partners in both customer segments to improve teaching material and courses.

## Integration / Overlap

Most of these ventures are digital products and services provided to businesses in the rehabilitation industry, therefore most purchasing will be done by negotiating service contracts and most post sales support will handled by a dedicated team in PtW.

## Customer Relationships

### Rehab App

The customer segments that this app is targeted at will mainly make use of automated services for interaction with the business. Personal assistance would be made available when required as the users of this app are in strenuous circumstances and would appreciate this level of customer relationship.

### Counselling Support Services

Much of the customer relationships this venture entails are automated services, patients of this industry will be recommended services based on their location to give them an idea of what kind of support is available in their area. Personal assistance would also be offered where required.

### Professional Community Forum

The creation of this forum will generate a strong community relationship between PtW and rehab industry partners, as well as utilizing generic web based automated services and dedicated personal assistance should technical issues arise. The creation of a strong sense of community will drive interest and generate brand loyalty.

### Recovery Support App Marketplace



As the customer's of this venture are app development professionals, many will make use of automated self services to manage their creations on the marketplace. The main relationship is that of co-creation, this venture is simply providing the platform to list these kind of apps whilst the customer segment of app developers are involved in co-creation to ensure the success of this venture.

## Training Venture

This venture would result in a strong community relationship as the customers of this opportunity are being trained on site, this would develop a community of interrelated rehab trained persons and professionals.

## Key Activities

### Rehab App

The development, maintenance and improvement of this application constitutes the key activities undertaken. Initially production then management of the platform created to ensure consistent operation and develop improvements from feedback and testing/live experiences.

### Counselling Support Services

Management of the counselling support services platform constitutes the primary activities undertaken. Problem solving would also be a key activity relating to this business venture as individual customer problems would arise requiring a unique solution at times.

### Professional Community Forum

The key activity pertaining to the operation of this forum is managing the forum platform, ensuring consistent operation and enforcing posting rules to keep a high standard of content present on the forum. PtW contains many experienced professionals in this industry and these assets would be the first users of this forum ensuring that post quality remains of a high standard from the outset.

### Recovery Support App Marketplace

The management and maintenance of this platform would constitute the key activities undertaken for this venture, being an entirely digital marketplace all activities would relate to the consistent operation of this marketplace platform.

## Training Venture

Operation of this platform covers the key activities for this venture, as most material could be delivered digitally maintenance and ensuring uptime of the platform would allow the value propositions of this venture to be delivered to it's customers.

## Key Resources

### Rehab App

The key resources related to the rehab application are the intellectual property of the app itself, as well as the human resources present who develop and maintain the application.

### Counselling Support Services

The intellectual property and copyright of this support service constitutes the key resource related to this business venture.

### Professional Community Forum

The key resources for this business venture are the numerous internal medical professionals that exist within PtW' organization, these assets are key in the early days of the forums life as maintaining high quality content will attract greater interest and create a professional and reliable image for this forum.

### Recovery Support App Marketplace

The human resources managing this platform as well as the intellectual property rights to the app marketplace platform constitute the key resources of this venture.

### Training Venture

Human resources including teaching staff constitute part of the key resources for this training venture, the expertise already exists within the organization and these assets would form the groundwork for course and teaching material creation. Once a training program is created its intellectual rights would be another key resource.

## Key Partners

### Rehab App

Partners involved in the development and maintenance of this application would include any externally provided development processes, this allows the acquisition of this particular activity that may require expertise not present within the business.

### Counselling Support Services

The partners involved with this venture would be the services that are linked through this program. This allows a vast acquisition of activities not performed by the company and also covers a much broader geographical area.

## Professional Community Forum

Key partnerships that would enable this venture to succeed include the web hosts who maintain the forum's website and ensure it is kept operational and useable, as PtW is not an IT company leaving the maintenance of a website to a web host allows the acquisition of this particular activity. The users of the forum themselves could also be considered key partners as this community will be self sustaining and content provided by the users would generate further interest in this forum.

## Recovery Support App Marketplace

Partners involved with the creation of an app marketplace include any developer uploading their content to the marketplace, this allows a broad range of skills and ideas to be present on the single platform.

## Training Venture

Partnerships will be formed with training organizations allowing a broader range of courses and content to be offered that may not be present within the business.

## Cost Structure

### Rehab App

This venture follows a value driven cost structure as its main aim is to assist recovering addicts access support services and stay in contact with their health providers. Main costs would include the development costs of creating this application and the maintenance and further improvement of it.

### Counselling Support Services

Cash is spent on hiring counselors on a permanent basis or on temporary contracts. Councillors need to be retained by the company for a longer time since councillors have high demand in the rehab industry, owing to their importance in the rehab process. Also, cash is spent on other activities required to run these services like counselling record management, IP, etc.

## Professional Community Forum

This forum is based on a value driven cost structure as it is primarily concerned with sharing of information between industry professionals and not so much generating revenue. Based on fixed costs including hosting fees and maintenance fees, paid monthly at a fixed rate. Costs associated with third party hosting are dependant on the amount of traffic the forum receives, if

there are approximately 250,000 views per month of the forum hosting would be approximately \$15/month or \$180 a year. This could be scaled up or down depending on needs.

## Recovery Support App Marketplace

Cash is spent on setting up the marketplace and purchasing separate server and DB space. There is a cash outflow in it's regular maintenance to prevent glitches and bugs, improve security especially because of it's transaction capability, and provide a reliable user experience.

## Training Venture

There is a significant initial cost involved in purchasing and setting up a training center. Afterwards, cash is spent on maintaining the property, in addition to employing professionals and class-B workers to efficiently run the center. Money is also invested in processes to attract people to pursue a career in this industry. The relevant Qualification Authority is paid recurrently to approve its credibility in the real world.

## Revenue Streams

### Rehab App

The app is free to its users, but particular apps meant for use by other companies in the rehab industry, have to be purchased for a one-time fee or a subscription fee. Also, apps with crippleware capabilities can be offered to companies, which enables the companies to unlock premium features for a fee, or a time and effort limited freemium. Also, an additional royalty can be charged from the other app providers every time they receive a client through the app.

### Professional Community Forum

Revenue could be generated via this platform through advertising revenue, while completely dependant on the number of ads that are engaged (cost per click), if 50 ads per day are engaged the forum could generate approximately \$36,500 over a year. This value is entirely dependant on traffic and advertising engagement, if the forum grows to thousands of users and advertising is targeted at these medical professionals , advertising revenue could be much higher.

### Recovery Support App Marketplace

Companies involved in this industry can purchase an existing app plan for a subscription fee, or choose to host their app on this marketplace for a recurring fee. Additional fees are extracted from the participating entities on adding an update to their existing app. Additional fees can be

charged from the entities in form of Pay per Lead and royalties every time they sign up a client through the app.

## Training Venture

The company can charge a substantial fees from the trainees, once the venture gains credibility and traction. Training will be provided on various levels and fees will be charged accordingly.

# Digital Marketing Strategy

## Plan

PtW will understand its customers by surveying and interviewing its customers; the rehabilitation industry, counselling and therapy industry and higher education and RTOs.

PtW will evaluate the success of its digital marketing tools through the use of analytics tools provided by google for the business website and analytic tools on social media.

PtW will integrate its online and offline channels by hosting the application marketplace on the business website and a customer chatline for post sales support. PtW will communicate the benefits of its products and services by publishing marketing materials for its products on the business website.

## Reach Out

### Social Media marketing

#### Campaigns

Launching frequent lead generation advertising campaign targeted towards its niche audience on social networking platforms like Facebook/Twitter aiming towards drawing attention to both sides of the rehab industry, internal and external. Followers can easily create accounts, log in and explore channels created by it's acquaintances, done conveniently from its Facebook home pages.

Seeding it's main campaign assets in advance of a big public event/occasion through teasers in form of tweets/posts/YouTube ads, significantly increases engagement and reach. Partnering with another entity to launch a social campaign, increases it's reach. Cross-company promotion is a powerful social media tool and will help expose a whole new customer base to PtW.

#### Audience Participation

Updating it's audience on news/events, the latest addiction treatment research, and more.

Instagram is an amazing way of reaching new audiences, who wanted to be marketed to. Including a direct and clear CTA on its posts is important to drive specific behaviors. Adding

images to Twitter's App Cards, gives customers a visual of what it has to offer. Using the App Card function is a great way of allowing customers to access the app right from the Tweet itself.

PtW will create sponsored posts linked to blog posts published on the website. Publishing insightful content on addiction, the rehabilitation industry and drug legislation, the business will increase its social media reach and presence. Generating high quality content will help rank the website in search-engines generating more incoming leads.

### Managing Social Presence

Posting relevant and timely content of interest.

Engaging with users that interact with your content.

Can set-up standalone member's page of facebook, where people could read news updates, donate, and take part in active conversations about the subject. The genius element of this campaign is its accessibility.

Provide support and inspiration. It may not know all, personally, but many followers will appreciate it.

Inspirational quotes and photos perform well on Facebook and generates more comments and shares than content related to rehab centers themselves.

### Feedback

If loyal customers, the backbone of this business had a successful experience, they'll let others know. Social media is a great way to keep in touch with them and provide information that they can share with others who are in the same boat as they once were. Essentially, a free referral service.

A campaign concept to convey a serious subject and giving people a platform to share their thoughts and stories, will resonate with the audience.

It's absolutely essential to remember that these platforms enable two-way communication. Social media lets them post their own comments/responses to what the rehab center says. A social media manager can respond to private messages PtW receives. It's common for potential clients to research their options on social media, and if one decides to reach out on Facebook or another platform, Path to Wellness needs to respond as quickly as possible.

## Interactive ADs

To help encourage signups based on targeted audience groups, we can make use of mobile app install ads. By sorting audiences based on reactions to video ads and with the clever use of lookalike audiences, the business can have a brilliant strategy of optimizing its campaign.

PPC advertising is an efficient way to put out advertisements, and pay only when users actually click on them.

## Partnerships

PtW's online marketing and content marketing will position it as the go-to resource and authority on addiction treatment. It will have more opportunities to forge strategic partnerships with advantageous organizations/companies within the industry.

Social media to make connections, to other people or commercial profiles, and build relationships for the facility.

*"It's not what you know, it's who you know."*

*Community is one of recovery's strongest assets.*

## SEO Marketing

The right combination of online marketing strategies and website SEO is the most cost-effective way to allow this rehabilitation center to reach the right people at the right time.

Rehab SEO and marketing can give the company, increased traction, contact-forms, phone calls, and help reach more clients in need of the center's help, in less time at less expense. Rather than spend money on untargeted advertising, SEO will help the company rank at the top of searches for the keywords and phrases most relevant to this treatment center, allowing it to immediately reach the people who need the services of this company the most.

To claim and consistently capture one of these top spots, PtW needs to invest in an ongoing SEO strategy. Without SEO, the website's visibility may change at a moment's notice, subject to the whims of search engines, other websites, or its own changes. Without knowledge of SEO, or partnership with an SEO firm that is able to provide advice on how to retain a high ranking for a long period of time, the rehab center may struggle to maintain the visibility needed to reach potential patients.

SEO firms can invest in link building programs to build relevant, high quality links to the site that builds authority and improves presence in searches, pushing competitors down and increasing the likelihood that potential patients click your listing, not theirs.

## Email Marketing

Building effective email lists is a cost-effective way towards a sustainable business model. If someone visits the website, they might need treatment themselves, or know someone who needs treatment, or may require treatment at a later date.

To get the highest conversion rates, the company should “capture” potential patients by offering something of value like a report about overcoming addiction or a coupon to use for future admittance. It has to have some perceived value, to convince them to give their email address.

## Offline Communication

Employees can fill their time each week with marketing activities like center site-visits, luncheons, association participation and service, outcalls, and eblasts to their mailing lists. Site-visits are the practice of visiting treatment centers, soaking in philosophy and methodology, projecting PtW's centers skill sets, and making contacts with admissions and clinical professionals who might refer cases to you. This is a powerful drug rehab marketing tool, due to the propensity for deeper contacts. It is much more personal than many other methods of touching prospects.

Annually, numerous conferences are held by various entities that PtW might want to attend. Stakeholders in programs and related businesses also attend for the purpose of visibility and relationships marketing. Hence, it becomes easier to build relationships for the rehab facility.

## Online PR and Partnership

This includes the local community where the entity operates the treatment center and the wider professional community, offline and online. Reasons:

Spreads awareness to help destigmatize the disease of addiction and its treatments, gets PtW's name out there so more people become familiar with it,

Improves online reach with local SEO and helps form mutually beneficial networking relationships with other professionals.

PtW can get more involved in its wider community.

Participating in community events/volunteer, local sponsorship, joining professional organizations and attending their networking events, and launching an online campaign to spread awareness and destigmatize addiction recovery are a few examples of such ways.



PtW community outreach endeavors helps to generate content and backlinks for local SEO. The company can write posts about its community participation/addiction awareness campaign. When it participates in local events, the recovery center might be featured in a local news article/website with a list of participants and their contact information. Partnerships with professional associations(local or otherwise)will include PtW' NAP on their website, thus providing local SEO advantages.

## Encourage Action

PtW can educate by spreading awareness via articles, E-news and hosting awareness events locally on helping addicts become and remain sober and the rehab industry in general. Reviews and ratings from previous clients along with staying connected with the community inspire the addicts to join the rehab center to get their lives back on track. Addicts looking for help, can be convinced to follow the path to a better future with the assistance from PtW, by explaining the features of the rehab-programme, providing them with a detailed checklists of steps he/she will need to follow, and letting them envision their future through case studies of former clients who successfully overcame their addiction, and are now doing well in their respective lives.

## Convert to a sale

The methodical aspect relates to how the rehab center operates both on its digital front and its brick front, which includes an app, discussion forum for clients and practitioners, blogs, marketplace, and in-house rehab programme, counselling support services before/during/after treatment, respectively.

The humanistic approach focuses on the company's background, the expertise via profiles of practitioners, and success measure through case studies, reviews, ratings and analytical comparisons. It encompasses the niche of the target audience.

PtW needs to highlight its competitive edge over its competitors. PtW has to address spontaneous aspects such as convincing the prospective clients of the credibility of the company via its digital assets, combined with a possible celebrity endorsement, making it a superior choice.

## Engage Customers

The company has to keep prospective clients, clients and past clients engaged via social media, newsletters, regular calls and other appropriate communication channels with appropriate and targeted messages, via the digital assets owned by the company such as the rehab app, forums, online and offline counselling sessions, and dedicated personal assistance.

# Conclusion

PtW will expand to be a digital business that will develop the ventures discussed by Sam and Ben. Much of these ventures require the creation and maintenance of digital platforms of which can be launched quickly using external assets for hosting, maintenance and support. As mentioned in the initial brief there is a large untapped market for these kind of business ventures and bringing this industry into the digital age will greatly assist in the success of their treatment programs. There exists a strong willingness among these industry players to form and join a community of interrelated professionals to enable training and share information. With a clear business model and digital marketing strategy, it is likely that their venture will succeed.