

Final Project One-Pager

Short Elevator pitch:

A website that showcases solutions and strategies for healthcare executives.

Long Elevator pitch:

InnovativeHealthcareSolutions.com will provide healthcare executive leaders with strategies and opportunities for improvement to assist them in hospital operations. This website will reinforce the processes and approaches available to the user. The use of this site, will also be a forum for healthcare executives to network regarding these tactics.

Personas

- Healthcare executive leaders
 - Hospital Administrators
 - Chief Nursing Officers
 - Emergency Department Director, Manager
 - Chief Financial Officer
 - Chief Medical Officer

Comparables

- Huron Consulting
- Navigant Consulting
- Deloitte Consulting