

IT BUSINESS CASE

For

Access Our Medicine

(AOM)

San Francisco State University

ISYS 0663-01

By:

(Group B)

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Executive Summary

Business Objectives:

In November 2013, TCI initiated the Access to Affordable Medicine (AOM) project as a means of addressing the pressing need to draw attention to the issue and encourage participation from relevant parties. According to estimates provided by the World Health Organization (WHO), having access to reasonably priced medicine has the potential to save approximately 10 million lives annually. This is a global problem that affects countries in both the developing world and the wealthy world.

Furthermore, the approach that AOM is taking is to generate public interest in this issue in order to place it on national and international agendas. This is done to encourage stakeholders, including governments, industry, and non-governmental organizations, to collaborate to develop creative and effective solutions for making medicine more affordable. The AOM works to maintain its impartiality and independence while also fostering debates and activities that are focused on finding answers. On April 7th, 2014, World Health Day, AOM was officially introduced to the public by extending an invitation to individuals and groups to sign a proclamation in support of universal access to cheap medicine. Based on the lessons learned from the previous Mindset Foundation projects, it was made abundantly evident that a sizable number of signatures from a wide variety of individuals and organizations would be necessary to get the attention of the leaders and convince them to put the subject on their agendas.

Business Case

Background Statement:

Access our Medicine (AOM) has a prime mission to decrease the cost of healthcare expenses and provide more access to healthcare, while also decreasing the price of medication around the globe. This is due to millions of individuals across the globe who have little to highly restricted access to medical treatment and medication for many conditions and illnesses. AOM wants to reduce human misery and suffering from being unable to have access to proper treatment. This is due to hundreds of millions of people around the world lacking resources and money to find proper treatment and medication to sustain a full healthy life-span.

Project Objectives:

This movement is for people who refuse to accept the way things are and to shift the way of thinking whilst creating a new paradigm, innovative ways to inspire solutions to the problem at hand. Unfortunately, many people don't get the medicine they need because of gaps in local health infrastructures and systems. The effectiveness of local drug control agencies and other factors like tariff and tax rules, procurement methods, and retail markups in the supply chain also affect accessibility. Another barrier to pharmaceutical availability is the lack of a universal approach to the regulation of narcotics. The main objective of the AOM is to get 1 million signatures to get the full attention of world leaders to alleviate human suffering due to inadequate medical care.

Critical assumption, Limitations, Constraints & Dependencies:

Dependencies - At the moment, the Initiative has been utilizing websites, campaign emails, community engagement, and various social media platforms like Facebook, Twitter, and Pinterest to

engage and get the support of the general public in order to ensure that they are aware of the need for various government agencies and NGOs to collaborate in order to guarantee that all people have access to medicine that is within their price range.

Assumptions - The Initiative functions under the presumption that a significant proportion of the population is aimed at owning a smartphone. In addition to this, they make the assumption that the person has access to the internet and is familiar with modern technologies. In addition, they assume that most of the people they are targeting are active on various social media platforms such as Facebook, Twitter, and Pinterest. They are also anticipating these people's reactions to the posts being distributed by the Initiative throughout the various social media sites. In addition, the program assumes that the people will have a favorable response to the information presented to them and will provide any necessary support required by the agents when they are undertaking community engagements.

Limitations - Some of these approaches used in creating public awareness have limitations. For instance, the reader of an email may experience information overload; as a result, some recipients may choose not to read the contents of the email. Besides, campaign emails lack a human touch. As a result, we were unable to persuade the receiver to take the time to read and respond to the message we sent. On the other hand, electronic mail can be an annoyance since it might interfere with the recipient's schedule. Consequently, the recipient may end up not bothering to open the message and interact with the content of the message because it can be an inconvenience.

On the other hand, there are some constraints to using social media for awareness-raising. One can easily receive criticism, for instance. There are a wide variety of ways this feedback can be detrimental. Someone with a negative experience with a business or group might voice their opinion

on a social media site like Facebook. Someone who looks into the company next will see the bad comments when they read the reviews. As a result, they are discouraged from participating in the Initiative or lending their support to its initiatives.

More so, using social media in awareness-raising might leave one vulnerable to public shame. On the internet, it's simple for a message to spread rapidly. Social media users vigilantly monitor both positive and negative content. Inappropriate content posted by an individual might lead to embarrassment for the firm and a sticky situation for that person. As a result, Access our Medicine Initiative risks being embarrassed and failing to achieve its goal if it is not cautious about the content it shares.

On the other hand, the limitations of community engagement will be a language barrier, unwelcoming communities, and the high cost of transportation. Also, the communities may not be free to give their perspective on the issue in question in the presence of the agents from the Initiative. Hence, a good proportion of the data may be biased and not represent the action taken by the community.

Analysis of the Options and Recommendations:

There are various technological options to adopt in order to attain its objective of attaining a million signatures. The digital signature function of Formplus can make it possible for Access our Medicines to collect clients' signatures safely and securely online. In addition, it is adaptable electronic signature software that may be used on any device. Formplus also allows you to collect signatures offline, enabling you to do so even if your customer has a spotty internet connection. This allows you to collect signatures on time, no matter what. When the connection is better, it will automatically sync to the cloud, and the organization will be informed of the submitted response.

Furthermore, electronic signatures. Io Sending contracts and other agreements for signature is made easy using io. The fact that it is mobile-friendly and allows users to email papers to be signed by text message is one of its most valuable features. There is no subscription required, and users only need to pay when they need to use the service (i.e., when they have a document that needs to be signed). The hitch is that the low cost may not be worthwhile if a high number of signatures are needed for a particular document at a given time.

Picked Solution:

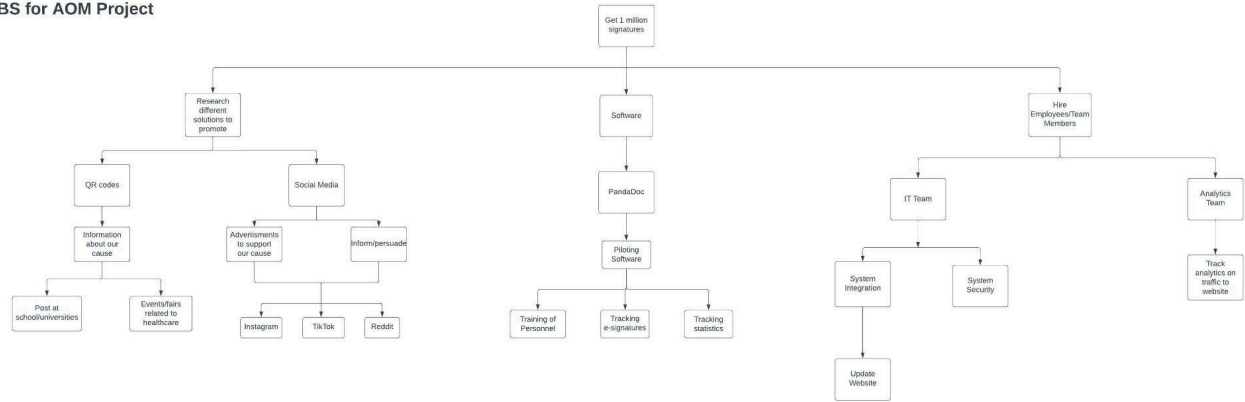
We picked “PandaDoc” as our solution to get the million views required. The document management software known as PandaDoc is hosted in the cloud and assists users in creating various documents, including contracts, proposals, and papers related to human resources. The system is used almost exclusively by the company's sales and marketing departments and senior management.

Users of PandaDoc can choose from a wide range of proposal templates, each of which may be downloaded for free and customized as needed. Additionally, it enables possibilities to modify the language and the currency used in papers according to the requirements of the location. Through its collaboration function, many teams will be able to work together on a single page by commenting and tracking their activity. Signers can approve and sign the papers from any location at any time, thanks to the e-signature capability integrated right in.

PandaDoc analytics provide facts in real time about who has seen the proposal, how many times they have seen it, and how much time they have spent on it. The dashboard gives an overall perspective of how well the proposal has been executed. PandaDoc is offered a price strategy that is based on a subscription and is accessible on a per-user basis. It offers connectivity with a wide variety of platforms like Salesforce, HubSpot, SugarCRM, and ProsperWorks.

Work Breakdown Structure (WBS)

WBS for AOM Project



WBS Description

TASK	DESCRIPTION
1) GET 1 MILLION SIGNATURES	Aid the AOM movement by world health day in order to reduce cost of medical treatments and medication globally
1.1) HIRE EMPLOYEES/TEAM MEMBERS	Standardized hire procedures
1.1.1) HIRE IT TEAM	Hire IT Team specifically for maintenance and bug issues across platforms
1.1.1.1) HIRE NEW MEMBERS	Hire additional Interns and on the ground personnel to push AOM
1.1.1.2) TRAIN NEW MEMBERS	Standardized training procedures for onboarding
1.1.2) HIRE SYSTEM SECURITY	Hire Webmasters, IT security to make sure signatures and accounts are not breached.
1.1.2.1) HIRE NEW MEMBERS	Standardized hire procedures
1.1.2.2) TRAIN NEW TEAM MEMBERS	Standardized training procedures for onboarding
1.1.3) HIRE ANALYTICS TEAMS	Hire Data Analyst teams in order to inform and make connections through their analysis.
1.1.3.1) HIRE NEW TEAM MEMBERS	Standardized hire procedures
1.1.3.2) TRAIN NEW TEAM MEMBERS	Standardized training procedures for onboarding

1.1.3.3) RESEARCH BEST WAY TO PROMOTE	Find most effective ways of pushing AOM to maximize amount of signatures
1.2) SYSTEM INTEGRATION	Integrate all systems simultaneously in order for objective to be completed
1.2.1) UPDATE WEBSITE	Update main Website where AOM traffic is directed towards, make sure everything is bug free.
1.2.2) UPDATE SOFTWARE	Update all systems software
1.3) QR CODES	QR codes in order for people to access AOM websites quickly while outside.
1.3.1) CREATE QR CODES	Create websites for Free using QR code generator
1.3.2) POST AT SCHOOLS/UNIVERSITIES	Take QR codes to high traffic areas such as schools and universities
1.3.3) POST AT EVENTS/FAIRS RELATED TO HEALTH CARE	Take QR codes to high traffic areas such as Healthcare events in order to promote AOM
1.4) SOCIAL MEDIA	Need social media as one of the main aspects of AOM reaching 1M signatures
1.4.1) CREATE/ UPDATE SOCIAL MEDIA ACCOUNTS	Create social media accounts directed towards AOM
1.4.2) CREATE ADS	Post and create ads in order to increase traffic to reach 1M signatures
1.4.3) CONTACT SOCIAL MEDIA SITES TO PROMOTE OUR ADS	Using Google analytics and Disruptive advertising Agency to promote Twitter, Instagram, Pinterest, and Twitter/Tiktok
1.5) SOFTWARE	Find software for easy E-signature tracking and implementation
1.5.1) PANDADOC	Used to create, e-sign, manage and track signatures used to collaborate with businesses to reach goals.
1.5.1.1) PILOTING SOFTWARE	Get demonstration about PandaDoc in order to use successfully
1.5.1.2) TRAIN PERSONNEL FOR PANDADOC	Train interns and staff how to operate correctly
1.6) WEEKLY REPORTS OF E-SIGNATURES	Review e-signatures every week in order to make decisions and gather information about the next coming weeks
1.6.1) WEEKLY REPORT OF E-SIGNATURES	Review e-signatures every week in order to make decisions and gather information about the next coming weeks
1.7) WEEKLY REPORT OF WEBSITE TRAFFIC	Data analyst will show us analytics and insights based

	on our website traffic
1.7.1) WEEKLY REPORT OF WEBSITE TRAFFIC	Data analysts will show us analytics and insights based on our website traffic and how we can improve in what areas and make insights.
1.7.2) REACH 1 MILLION SIGNATURES	After seven weeks of constant Ad pushing, Qr codes and pushing AOM on all platforms and email campaigns , AOM will eventually reach its goal of ! million signatures.

Project Schedule

1	Get 1 million signatures	35 days	Tue 2/18/14	Mon 4/7/14			\$351,322.00
1.1	Hire Employees/Team Members	12 days	Tue 2/18/14	Wed 3/5/14			\$55,400.00
1.1.1	Hire IT Team	12 days	Tue 2/18/14	Wed 3/5/14	IT Team		\$20,000.00
1.1.1.1	Hire new members	5 days	Tue 2/18/14	Mon 2/24/14			\$0.00
1.1.1.2	Train new team members	7 days	Tue 2/25/14	Wed 3/5/14	4		\$0.00
1.1.2	Hire System Security	12 days	Tue 2/18/14	Wed 3/5/14	IT Security		\$24,000.00
1.1.2.1	Hire new members	5 days	Tue 2/18/14	Mon 2/24/14			\$0.00
1.1.2.2	Train new team members	7 days	Tue 2/25/14	Wed 3/5/14	7		\$0.00
1.1.3	Hire Analytics Team	12 days	Tue 2/18/14	Wed 3/5/14	Data Analyst		\$11,400.00
1.1.3.1	Hire new members	5 days	Tue 2/18/14	Mon 2/24/14			\$0.00
1.1.3.2	Train new team members	7 days	Tue 2/25/14	Wed 3/5/14	10		\$0.00
1.1.3.3	Research best way to promote	3 days	Mon 3/3/14	Wed 3/5/14			\$0.00
1.2	System Intergration	5 days	Wed 3/12/14	Tue 3/18/14	Webmaster		\$35,522.00
1.2.1	Update Website	5 days	Wed 3/12/14	Tue 3/18/14	5	Website Maintenance	\$20,000.00
1.2.2	Update Software	5 days	Wed 3/12/14	Tue 3/18/14	5		\$0.00
1.3	QR Codes	23 days	Thu 3/6/14	Mon 4/7/14			\$32,400.00
1.3.1	Create QR Codes	3 days	Thu 3/6/14	Mon 3/10/14	2		\$0.00
1.3.2	Post at schools/universitys	20 days	Tue 3/11/14	Mon 4/7/14	2,17	Public Relation Costs	\$16,200.00
1.3.3	Post at events/fairs related to healthcare	20 days	Tue 3/11/14	Mon 4/7/14	2,17	Public Relation Costs	\$16,200.00
1.4	Social Media	10 days	Tue 3/25/14	Mon 4/7/14		Email Campaign, Facebook Advertisements	\$224,000.00
1.4.1	Create/update Social Media accounts	3 days	Tue 3/25/14	Thu 3/27/14			\$0.00
1.4.2	Create Ads	5 days	Tue 4/1/14	Mon 4/7/14	13		\$0.00
1.4.3	Contact Social Media sites to help promote ads	7 days	Fri 3/28/14	Mon 4/7/14	21		\$0.00
1.5	Software	8 days	Fri 3/14/14	Tue 3/25/14			\$4,000.00
1.5.1	PandaDoc	8 days	Fri 3/14/14	Tue 3/25/14		PandaDoc	\$4,000.00
1.5.1.1	Piloting Software	1 day	Fri 3/14/14	Fri 3/14/14	3		\$0.00
1.5.1.2	Train personnel for PandaDoc	7 days	Mon 3/17/14	Tue 3/25/14	26		\$0.00
1.6	Weekly report of e-signatures	9 days	Wed 3/26/14	Mon 4/7/14			\$0.00
1.6.1	Weekly report of e-signatures 1	4320 mins	Wed 3/26/14	Mon 4/7/14	2,13,24		\$0.00
1.7	Weekly report of website traffic	14 days	Wed 3/19/14	Mon 4/7/14			\$0.00
1.7.1	Weekly report of website traffic 1	6720 mins	Wed 3/19/14	Mon 4/7/14	2,13		\$0.00
1.7.2	Reach 1 million signatures	0 days	Mon 4/7/14	Mon 4/7/14			\$0.00

	Data Analyst	Work	D		100%	\$0.00/hr	\$0.00/hr	\$11,400.00	Prorated	Standard
	IT Security	Work	I		100%	\$0.00/hr	\$0.00/hr	\$24,000.00	Prorated	Standard
	Webmaster	Work	W		100%	\$0.00/hr	\$0.00/hr	\$15,522.00	Prorated	Standard
	Social Media Campaign	Work	S		100%	\$0.00/hr	\$0.00/hr	100,000.00	Prorated	Standard
	Email Campaign	Work	E		100%	\$0.00/hr	\$0.00/hr	100,000.00	Prorated	Standard
	Facebook Advertisements	Work	F		100%	\$0.00/hr	\$0.00/hr	\$24,000.00	Prorated	Standard
	Website Maintenance	Work	W		100%	\$0.00/hr	\$0.00/hr	\$20,000.00	Prorated	Standard
	Public Relation Costs	Work	P		100%	\$0.00/hr	\$0.00/hr	\$16,200.00	Prorated	Standard
	PandaDoc	Work	P		100%	\$0.00/hr	\$0.00/hr	\$4,000.00	Prorated	Standard
	IT Team	Work	I		100%	\$0.00/hr	\$0.00/hr	\$20,000.00	Prorated	Standard

PROPOSED BUDGET

AOM'S current limited remaining resources are estimated to be \$500,000 USD. Below is the breakdown of the proposed budget :

Budget	Cost	Status
Hiring IT Professionals (Data Analyst, IT Security, Webmaster, IT Team)	\$68,922 (\$11,400 Data Analyst, \$24,000 IT Security, \$15,522 Web Master)	Approved ▾
Disruptive Advertising Agency: Social Media Campaign	\$100,000 (Instagram, Tiktok, Pinterest, Twitter)	Approved ▾
Disruptive Advertising Agency:: Email Campaign	\$100,000 (across all email platforms)	Approved ▾
Facebook Advertisements	\$24,000 (2 million Impressions)	Approved ▾
Website Maintenance	\$20,000	Approved ▾
Public Relation Costs (3 on the ground relational officers)	\$16,200	Approved ▾
PandaDoc	\$4,000	Approved ▾
Miscellaneous Costs	\$20,000	Approved ▾
Additional Cost (Employee Turnover, Overtime, and Mistakes)	\$17,500	Approved ▾
Total	\$370,622	Under review ▾

Cost Benefit Analysis:

In order for AOM to reach its target goal of 1,000,000 signatures, we designated most of our project's budget to media campaigns/advertisements, marketing agencies, and IT professionals. Starting with Disruptive Advertising, a online marketing agency that specializes in large scale marketing campaigns, stated that their services would bring in over 5 million impressions of AOM

messages across various platforms (Twitter, Tik Tok, Pinterest, Instagram, and emails). Statistical research shows that consumers who interact with advertisements have a 48% chance of purchasing the goods being sold. Since the product we're selling is a free signature, we've estimated that we'll receive at least 1.5 million signatures from this service alone.

Facebook is one of the platforms we've received the most support for the AOM mission. The reasoning is likely due to the average age of facebook users being older than 25 years old. Because of recent successes, we decided to invest in paid advertisements for 2 million impressions. We're estimating that we'll obtain at least 50,000 signatures from this service.

Lastly, hiring IT professionals is a necessity in maintaining our website and making adjustments to our campaign. We need these professionals to maintain our website (prevent crashes), incorporate software (PandaDoc), analyze data, and to give data based/proven solutions to any issues that may occur during the project.

Project Stakeholder Analysis

Stakeholder Register

Name/Teams	Internal or External	Role in Project	Level of Influence (Impact) (0-10)	Level of interest (0-10)	Current Engagement	Potential Engagement/Management Strategies
CEO	Internal	Project Owner	10	10	Leading	Delegating and directing agendas, driving profitability, managing company organizational structure, strategy, and communicating with the board.
Project Manager	Internal	Project Manager	10	10	Leading	Managing teams in various departments involved with the construction and success of the project.
Software Developers	External	Create/Manage Software	8	8	Supportive	Supporting and marketing - APIs, software development kits, and components.
Users/Benefactors	External	Users	9	5	Neutral	Finding value by a variety or combination of activities such as

						downloads, clicks, shares, and more.
Private Pharmaceutical Companies	External	Rivals	7	1	Neutral	Gaining a deeper understanding of the patient experience.
Marketing Team	Internal	Promotion of AOM message	10	10	Leading	Use of tailored, engaging customer interactions
Non-Profit Organizations	External	Provide resources	3	8	Supportive	Research other non-profit organizations with similar projects and/or goals. Develop relations with other non profits that could provide assistance or be detrimental to AOM success.
Sponsors	External	Sponsorship	5	9	Supportive	Inform sponsors of all public events and announcements ahead of time. This prevents AOM from losing sponsors due to misconduct or unintentional slander of the sponsors.

Media	External	Reputation	5	5	Neutral	Collecting feedback and educating the audience with resources and advice
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Stakeholder’s Matrix

High Impact (5-10)	Private Pharmaceutical Companies Media	CEO Project Manager Software Developers Users/Benefactors Marketing Team
Low Impact (1-5)		Non Profit Organizations Sponsors
	Low Interest (1-5)	High Interest (5-10)

Project Risk Analysis

ID No.	Risk Factor	Description	Category	Source (External/Internal)	Probability %	Impact 1-10 (H/M/L)	Risk Value (Prob x Impact)	Potential Responses (Response Category)	Risk Owner	Probability After response	Impact After response	Risk Value After response
1	Timing	Risk of not completing project on time	Schedule	Internal	60%	8 (H)	4.8	Hire skilled team members for the job (transference)	Project Manager	20%	8 (High)	1.6
2	Financial	Risk of not having enough money allocated	Cost	Internal	50 %	8 (H)	4	Fundraise on our website for any donations to support the cause	Project Manager	30%	8 (High)	2.4
3	Marketing	Due to the campaign being promoted solely through online media, groups of people with minimum access to media would be excluded from promotion efforts.	Technical	External/Internal	90%	3	2.7	Host small social events in highly influenced areas	Project Manager, Marketing Team	50%	3	1.5
4	Strategic	Risk of obtaining un-favourable replies and, as a consequence, falling short of its goal of collecting	Management	External	81%	8 (H)	6.5	Have professional with reputable reputations promote AOM by openly supporting its mission to deliver affordable medicines	Project Manager	50%	7 (High)	3.5

		one million signatures										
5	Operational	Risk of falling short of its goals if it does not strictly stick to a comprehensive and well-defined implementation strategy and methodology	Operations	Internal	92%	9 (H)	8.2	Making sure methodologies of pursuing 1 M signatures are being carefully monitored and translated into a step by step plan, acknowledged by everyone under and supporting the goals of AOM.	CEO	65%	9 (High)	5.85
6	Training Personnel	Lack of training qualified personnel to handle sensitive material.	Resources & Team	Internal	50%	8	4.0	Have a subject matter expert on the application to teach the team and new hires	Project Manager	20%	4	0.8
7	Security	Information security being leaked, identity theft.	Technical	Internal/ External	50%	8	4.0	Hire a information security team	Project Manager	10%	5	0.5
8	Cost	Cost forecasts are inaccurate due to not having a contract for ads	Cost Management	Internal	50%	7	3.5	Have a team try to reach out to the social media platforms to try and secure a contract to run ads.	Project Manager	0%	1	0
9	Competition	A private pharmaceutical company takes actions to hinder AOM goals, such as starting a campaign to increase	Stakeholder	External	6%	9	.54	Find common ground with opposing faction to minimize damage done from opposing campaign, move company/group to high interest and high power on power-interests matrix	CEO or high level management	2%	10 (High)	.02

		support for private pharmaceutical companies										
10	Technical	Website outages due to excess demand on server	Technical	External	10%	8	0.8	Find a reliable and tested web hosting service	Project Manager /IT Team	1%	8 (High)	0.08

Probability/Impact Matrix

(Before = Red, After = Green)

High Probability 67-100%	Marketing		Operational Strategic
Medium Probability 34-66%	Marketing		Timing Financial Training Personnel Security Cost Operational Strategic
Low Probability 0-33%	Cost	Training Personnel Security	Competition Technical Timing Financial Technical Competition
	Low Impact (1-3)	Medium Impact (4-6)	High Impact (7-10)