# PRM – TUT 4

Manage Your Health, Inc. (MYH) is a Fortune 500 company that provides a variety of healthcare services across the globe. MYH has more than 20,000 full-time employees and more than 5,000 part-time employees. MYH recently updated its strategic plan; key goals include **reducing internal costs**, **increasing cross-selling of products**, and **exploiting new Web-based technologies to help employees, customers, and suppliers work together** to improve the development and delivery of healthcare products and services. Below are some ideas the IT department has developed for supporting these strategic goals:

1. **Recreation and Wellness Intranet Project:** Provide an application on the current intranet to help employees improve their health. A recent study found that MYH, Inc. pays 20 percent more than the industry average for employee healthcare premiums, primarily due to the poor health of its employees. You believe that this application will help improve employee health within one year of its rollout so that you can negotiate lower health insurance premiums, providing net savings of at least $30/employee/year for full-time employees over the next four years. This application would include the following capabilities:

   ● Allow employees to register for company-sponsored recreational programs, such as soccer, softball, bowling, jogging, and walking.
   ● Allow employees to register for company-sponsored classes and programs to help them manage their weight, reduce stress, stop smoking, and manage other health-related issues.
   ● Track data on employee involvement in these recreational and health-management programs.
   ● Offer incentives for people to join the programs and do well in them (e.g., incentives for achieving weight goals, winning sports team competitions, etc.).

2. **Health Coverage Costs Business Model:** Develop an application to track employee healthcare expenses and company healthcare costs. Healthcare premiums continue to increase, and the company has changed insurance carriers several times in the past 10 years. This application should allow business modeling of various scenarios as well as tracking and analyzing current and past employee healthcare expenses and company healthcare costs. This application must be secure and run on the current intranet so several managers and analysts can access it and download selected data for further analysis. The new application must also import data from the current systems that track employee expenses submitted to the company and the company's costs to the insurance provider. You believe that having this data will help you revise policies concerning employee contributions to healthcare premiums and help you negotiate for lower premiums with insurance companies. You estimate that this application would save your company about

$20/employee/year for full-time employees over the next four years and cost about $100,000 to develop.

3. **Cross-Selling System:** Develop an application to improve cross-selling to current customers. The current sales management system has separate sections for major product and service categories and different sales reps based on those products and services. You see great opportunities to increase sales to current customers by providing discounts when they purchase multiple products and services. You estimate that this system would increase profits by $1 million each year for the next three years and cost about $800,000 each year for development and maintenance.

4. **Web-Enhanced Communications System:** Develop a Web-based application to improve development and delivery of products and services. There are currently several incompatible systems related to the development and delivery of products and services to customers. This application would allow customers and suppliers to provide suggestions, enter orders, view the status and history of orders, and use electronic commerce capabilities to purchase and sell their products. You estimate that this system would save your company about $2 million each year for three years after implementation. You estimate that the system will take one year and $3 million to develop and require 20 percent of development costs each year to maintain.

**Tasks**

1. Summarize each of the proposed projects in the Running Case section using a simple table format suitable for presentation to top management. Include the name of each project, identify **how each one supports business strategies**, assess the **potential financial benefits** and **other benefits of each project**, and provide your initial assessment of the value of each project. Write your results in a one- to two-page memo to top management, including appropriate back-up information and calculations.

**Answer:**

| Project Description | Support Business strategies | Financial Benefits | Other Benefits |
|---|---|---|---|
| Recreation and Wellness Intranet Project | Reduce cost | 30 *20.000 *4 =$2.4 / 4 years | +improve health +lower premium insurance |
| Health Coverage Costs Business Model | Reduce cost | **$1.6m / 4 years** | lower premium insurance |
| Cross Selling System | improve cross-selling | **$3m / 3 years** | Increase sales, better customer service |
| Web-Enhanced Communication System | improve delivery of product service | $6M/3 years | improve communication |

2. Evaluate the four projects in the Running Case section by preparing a weighted scoring model using the template provided on the companion Web site for this text. Develop at least four criteria, assign weights to each criterion, assign scores, and then calculate the weighted scores. Print the spreadsheet and bar chart with the results. Also write a one-page paper that describes this weighted scoring model and the results.

**Answer:**

| Criteria | Weight | Recreation and Wellness Intranet Project | | Health Coverage Costs Business Model | | Cross Selling System | | Web-Enhanced Communication System | |
|---|---|---|---|---|---|---|---|---|---|
| Satisfies business objective | 35% | 25 | 8.75 | 25 | 8.75 | 25 | 8.75 | 25 | 8.75 |
| Provides positive NPV | 30% | 25 | 7.5 | 25 | 7.5 | 50 | 15 | 100 | 30 |
| Can be implemented in 1 year or less | 15% | 100 | 15 | 100 | 15 | 30 | 4.5 | 100 | 15 |
| ROI within 3 years | 20% | 80 | 16 | 100 | 20 | 0 | 0 | 25 | 5 |
| | | | | | | | | | |
| **Weighted Project Scores** | **100%** | | **69.75** | | **64.75** | | **20.75** | | **43.75** |

3. Prepare a business case for the recreation and wellness intranet project. Assume that the project will take six months to complete and cost about $200,000. Use the business case template provided on the companion Web site for this text.

Business Case the recreation and wellness intranet project

Date: March 7,2022

Prepared by: Project Manager

1.0 Introduction/ Background

Both salary and asset imbalance has turned into a widespread issue that should be tended to. An ongoing report found that the world's 80 wealthiest people possess as much as the whole world's most unfortunate 3.5 billion individuals.

Many individuals, corporations, charities, and government agencies have projects and programs in place but there are many opportunities to do more. Thus, a group of college students has decided to work together to do their part in making the world a better place.

2.0 Business Objective

Sharing information on products and services that will promote economic growth and sustainability as well as developing new skills for both students and deprived populations alike while promoting exciting new entrepreneur possibilities.

This will be done by creating a central website and a mobile app that is easy to use. The website as well as the mobile app can help organize events across the world during the project's life as well as developing new opportunities across the globe.

3.0 Current Situation and Problem/Opportunity Statement

Global Treps project will create a website and a mobile app that will bring both the entrepreneur and the investor together. The primary goal of this is to not only bring in the current investors with the current entrepreneurs but to bring in new investors and new entrepreneurs alike. The website will be used to provide an online version of the events by showing videos of the entrepreneurs and the investors while also getting live inputs and donations from viewers.

4.0 Critical Assumption and Constraints

Both the website and the mobile application will have to be a valuable asset to the organization that will be using it. The project, website, and mobile app must be supported by the current and prospective investors. To keep the project going it must hit its breakeven point within a reasonable amount of time after its completion time, approximately six months. Appropriate hardware and software will be purchased to assist the team during the build and the project manager will be the lead for the project and the team.

5.0 Analysis of Option and Recommendation

A great option would be to create a non-profit organization along with the website and mobile application. This would be so that they can assist with the events, the broadcasting, as well as keeping every potential and current investor and entrepreneur up to date on events and updates within the project.

6.0 Preliminary Project Requirements

• Provide guidelines and templates for running a shark tank type of event

• Accept donations from potential investors targeted toward specific schools or organizations wishing to host an event

• Accept ideas for needed new products or services

• Provide the ability for organizations to create their own custom site to solicit local participants and sharks, accept applications, and promote the winners as well as losers

• Research ideas for a mechanism where a certain percentage of all donations and profits earned by contestants are donated back to the Global Treps organization

• Provide an online version of the events by showing videos of contestants and live reactions of the sharks while also getting live inputs and donations from viewers

7.0 Budget Estimate and Financial Analysis

An estimated cost for the project is $120,000. This estimate is based off of hardware, software needed to create the application and website as well as travel, and labor costs. This also includes the costs for the project managers salary as well as the team leader's salaries over a six-month period.

8.0 Schedule Estimate

The project will take six months to complete, it does not appear that there will be any flexibility in the schedule.

9.0 Potential Risks

There are a few potential risks that need to be addressed with this project. Since it is a website as well as an application there is a likelihood that it may take more time than six months to be completed. Each section of the development team, programmers, designers, developers, may take more time than what is scheduled to complete each of their tasks. Investors and entrepreneurs may not be as interested in the project as expected. Security and stable connections could be an issue when broadcasting the live events to the customers.

10.0 Exhibits

Exhibit A: Financial Analysis

4. Prepare a project charter for the recreation and wellness intranet project. Assume that the project will take six months to complete and cost about $200,000. Use the project charter template provided in this text and the sample project charter provided in Table 4-1 as guides.

# Project Charter
# Date

| |
|---|
| **Project Title**:  Recreation and wellness intranet project |
| **Project Start Date:**        03/01/2023     **Projected Finish Date:  03/02/2023** |
| **Budget Information:** $200,000 |
| **Project Manager:** Dinh Ha Mai, 0905789666, dinhhamai2001@gmail.com |
| **Project Objectives:** Create website and mobile application |
| **Success Criteria:The project will take no more than six months to complete and not exceed a budget of $200,000** |
| **Approach:**<br><br>· Complete all the analysis and paperwork for the project in less than a week.<br><br>· Have a detailed software development plan and scheduled dates for each phase of the plan.<br><br>· Have the team ready for when the plan is approved<br><br>· Ensure that the correct people are in the correct area based on their expertise and ensure that they know what the timeframe is that they need to have their part completed. |

**Roles and Responsibilities**

| Name and Signature | Role | Position | Contact Information |
|---|---|---|---|
| Dinh Ha Mai | Project Sponsor | CEO | dinhhamai2001@gmail.com |
| Phan Le Bao Tram | Project manager | manager | tramphanle1@gmail.com |
| Team member | Pham Ngoc Hung | testing expert | Hungexpert13@gmail.com |
| Team member | Nguyen Khanh Loan | programmer | loanjungkook@gmail.com |

| Team member | Nguyen Huyen Dieu | programmer | Dieuartist@gmai.com |
|---|---|---|---|
| | | | |

**Comments:** (Handwritten or typed comments from above stakeholders, if applicable)

5. Prepare a change request for the recreation and wellness intranet project, using the template provided on the companion Website for this text. Be creative when making up information.

**Change Request**

**Project name: Recreation and Wellness Intranet Project**

**Date request Submitted: 03/02/2023**

**Title of Change Request: Increase Project's time**

**Change Order Number: 02**

**Submitted by: Dinh Ha Mai**

**Change category: Scope        Schedule        Cost        Technology
        Other**

**Description of change requested:**
We need more time to select the most useful information which is the way to manage weight, reduce stress, stop smoking, and manage other health-related issues.

**Events that made this change necessary or desirable**
We found a lot of information for project but we didn't have enough time to choose the most useful information which will be inserted into database

**Justification for the change/why it is needed/desired to continue/complete the project:**
We can't insert all information which we found into the database without selection. Because it make our database is too large and users must waste their time to find out what is necessary