
Business Plan Document for TheraComm

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1 Executive Summary

The common and disabling disorders that is prevalent in post-secondary students are depression and anxiety. Many students seek treatment but are not able to meet with a therapist due to various reasons like limited time. The Online Therapy Unit team is providing a transdiagnostic internet-delivered cognitive behaviour therapy (ICBT) program for students to give them online access care for depression and anxiety. This program is called the WellBeing Course and it contains core lessons and homework assignments for students to go through. Furthermore, the students are also able to go through case stories, additional resources, and have contact to the clinicians via email or phone.

2 Vision

Our vision for this project is to provide a more options for patients to communicate with their therapist. This project also hopes to be a good starting point to expand the current system of the Online Therapy Unit to mobile devices.

3 Rationale

The way communication between the patient and therapist is currently done in the system of the Online Therapy Unit team is through email or phone. Using email can be simple and convenient; however, it is can also be limiting to the patient in terms how much they can put in an email and there are waiting times for responses which could take a day or so. Using phone can also be simple and convenient; however, this kind of communication is not part of the system. This project aims to introduce a chat system to be implemented in the current system. This chat system provide a direct communication and works exclusively to the system of the Online Therapy Unit team. Furthermore, this chat system allows patients to also communicate to other patients.

This project also aims to be a good start for the Online Therapy Unit team to expand to mobile devices. There are over 800 students who are taking the course and results show that 63% of students completing the full course, 11% 3 out of 4 lessons, 13% 2 lessons and 13% 1 lesson. Expanding to mobile devices allow a more convenient way to go through the lessons and better engagement to the activities. Furthermore, expanding to mobile devices allow for more creative implementations in the future that can only be done in mobile devices. As a start, this project will be implementing the email system used by the Online Therapy Unit team.

4 Stakeholders

This parties that are involved in this project are the following:

- Online Therapy Team
 - Dr. Heather Hadjistavropoulos - The executive director of the team
 - Marcie Nugent MSW - The coordinator of the team
 - Max Ivanov - The web developer
- Capstone Group
 - Christian John
 - Iden Ellia
 - Joe Samano

5 Target Customers

- Students/Patients
- Therapist from the Online Therapy Unit Team

6 Assumptions

- The email system is to built using the current email API provided by Max Ivanov.
- The chat system will be built using a third-party API in order to not affect the current system of the Online Therapy Unit Team.
- The mobile application should be iOS-based.
- The application can only be accessed by registered users particularly the patients and therapists.

7 SWOT Analysis

7.1 Strength

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7.2 Weakness

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7.3 Opportunity

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7.4 Threat

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8 Existing Similar Software Application

9 Value of Project

10 Potential Payoff