

How to Write a Business Case



IASIOS

Executive Summary

Executive Summary Example:

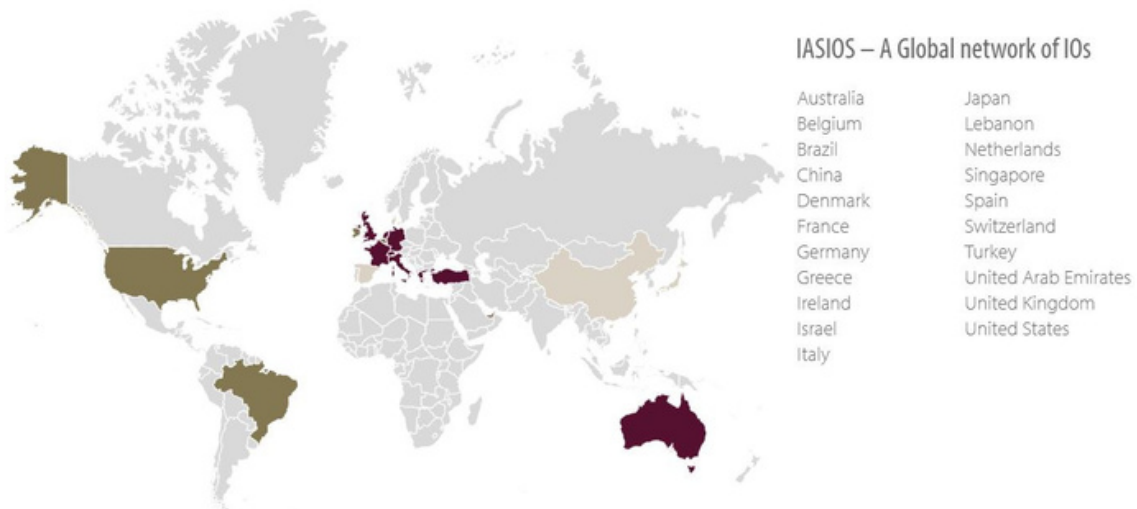
- This proposal outlines the benefits of investing in hospital accreditation for interventional oncology services.
- Certification in interventional oncology ensures the highest degree of excellence in patient care and enhances the hospital's reputation, attracts top talent, and strengthens relationships with referring physicians.
- By prioritising accreditation, our hospital can demonstrate its commitment to excellence in interventional oncology and position ourselves as leaders in the field.
- Present an overview of each section by using a Table of Contents.

Table of Contents

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INTRODUCTION

- Start by highlighting that IASIOS is the **world's only** accreditation system for interventional oncology services.
- Provide an overview of all **Accredited and Enrolled IASIOS hospitals** worldwide. You can use the map below.
- Explain the significance of accreditation by giving 3 main reasons why the hospital should be accredited and 3 main benefits. For example, enhanced patient safety, improved quality of care, and increased credibility in the interventional oncology services that the hospital is providing.



Make a Gap Analysis

- Do research on your hospital's current practices and compare them against the accreditation standards for IASIOS Accredited Centre.
- Identify which areas the hospital falls short or outline the gaps that need to be addressed. This analysis will help to demonstrate the need for accreditation. The Self-Assessment Checklist on the IASIOS website is a valuable tool for this.

PROJECT DEFINITION

Business Objectives

- State all your objectives for pursuing accreditation.
- These objectives should be aligned with your hospital's mission, vision and strategic goals.
- Examples of objectives:
 1. Enhance patient care and outcomes
 2. Strengthen reputation and credibility
 3. Attract and retain top medical talent
 4. Drive continuous improvement and innovation
 5. Improve patient safety measures
 6. Increase referrals and patient trust
 7. Establish a leadership position in IO services
 8. Strengthen international collaborations
 9. Achieve sustainable growth and long-term success

Action Plan

- Outline the specific actions and initiatives that need to be implemented to meet the accreditation standards.
- Provide a detailed timeline, responsibilities, and resource requirements for each action item in the action plan.
- This plan should cover all relevant areas.

MARKET ANALYSIS

- **Competitive Landscape** – Identify and analyse other accreditations your hospital participates in, if any. Outline their strengths and weaknesses, pricing models, and geographical reach. Emphasize what sets IASIOS apart from them, such as its specific focus on IO services, the support of internationally recognized medical societies, its community and annual benefits programme.
- **Demand for Quality** – Discuss the growing demand for accreditation in the healthcare industry, particularly in the field of oncology. Cite statistics or industry reports that show the rising trend of facilities seeking accreditation to enhance their reputation, improve patient outcomes, and demonstrate compliance with industry standards.
- **Market Size and Growth Potential** – Highlight the increasing importance of IO in cancer treatment and its role as an essential and independent pillar within multidisciplinary oncologic care. Use industry research, market reports, or internal estimates to showcase the growth potential. Discuss the projected increase in demand for IO services and how IASIOS accreditation will make your facility well-positioned to meet this demand.
- **Value Proposition** - IASIOS accreditation offers several compelling value propositions to its target market. Hospitals that achieve IASIOS accreditation gain enhanced patient trust, improved reputation, access to a global network of IO practitioners, benchmarking opportunities, and a competitive advantage in attracting and retaining top medical talent.
- **Collaborations and Networking:** IASIOS is supported by 40 internationally recognized medical societies, providing opportunities for valuable collaborations and networking. Through these alliances, accredited hospitals can engage in knowledge exchange, research partnerships, and the adoption of best practices, further enhancing the appeal of IASIOS accreditation.

VISION & GOALS

Vision

Describe the hospital's vision that is relevant to achieving the accreditation.

Goals

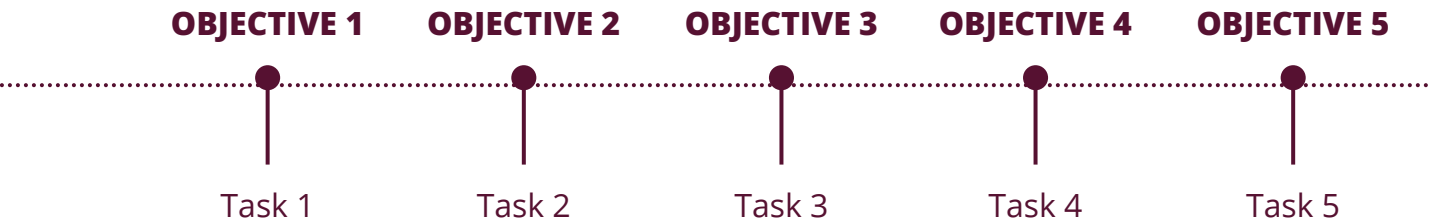
Describe the accreditation goals that the hospital will achieve with the accreditation and which problems it will solve.

Make a SWOT Analysis

SWOT will help you identify and visualize your facility's Strengths, Weaknesses, Opportunities, and Threats.



PROJECT SCOPE



The scope of the project is to obtain IASIOS accreditation for our facility's IO services. The accreditation process will encompass a comprehensive evaluation of our IO practices, protocols, and patient care processes to ensure alignment with IASIOS standards. The project will involve collaboration among various hospital departments, including interventional oncologists, radiologists, administrators, quality assurance teams, and support staff.

- Note the requirements to become an IASIOS Enrolled Centre.
- Describe the requirements to become an IASIOS Accredited Centre.
- Mark what standards of QA in IO need to be met.
- Explain what determines if the facility meets the criteria or not.

Success Criteria & Requirements

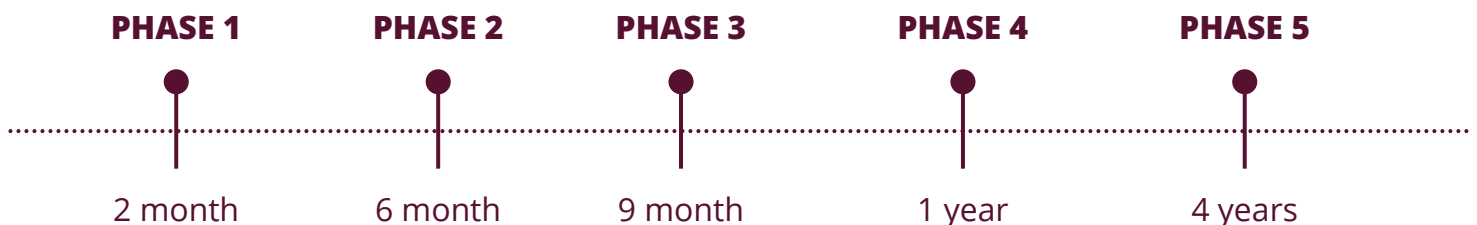
- Success criteria include the objectives and what you want to achieve. For example: Achieve IASIOS Accreditation, enhanced patient outcomes, increased referrals, positive feedback from reviewers
- Success requirements include all the things you will need to do to achieve the criteria above, for example, internal assessment and gap analysis, staff training and education in IASIOS criteria and best practices, quality improvement initiatives, gathering documentation and evidence

PROJECT PLAN

- Make a plan by listing all the tasks that should be done to achieve the accreditation.
- Estimate the approximate time for each task and assign responsible staff.
- If you plan on using the software for this, describe how it can help organise the process. You can use the table below to have a structure.

Tasks to achieve accreditation	Approx. Time	Staff
Task 1	hours/days	Name
Task 2	hours/days	Name
Task 3	hours/days	Name
Task 4	hours/days	Name

Make Project Timeline with Phases, an example



PHASE 1 - Preparation and Gap Analysis

PHASE 2 - Enrolled Centre Phase - Implementation

PHASE 3 - Ongoing Accreditation Process - Monitoring & Evaluation

PHASE 4 - Accredited Centre - Marketing & Promotion

PHASE 5 - Re-certification / Enrolment for the Centre of Excellence

FINANCIAL ANALYSIS

COST ANALYSIS - PROJECT BUDGET, an example

Project Expenses	Value	Percentage
Programme Enrolment Fee	\$	%
Annual Membership Fee	\$	%
Operational Expenditure	\$	%
Total	\$	

FINANCIAL APPRAISAL - BENEFITS ANALYSIS

COST SAVINGS	REVENUE INCREASE	FINANCIAL METRICS
\$ Amount NAME	\$ AMOUNT THE REVENUE NAME	ROI Return of Investment total %
\$ Amount NAME	\$ AMOUNT THE REVENUE NAME	Payback period
\$ Amount NAME	\$ AMOUNT THE REVENUE NAME	Net Present Value NPV

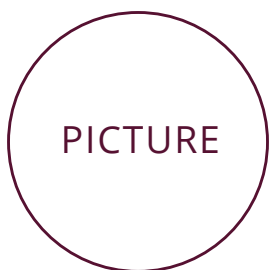
- **COST SAVINGS** - list all processes & expenses that lead to cost savings.
- **REVENUE INCREASE** - name all revenues increase with the amount per year.
- **FINANCIAL METRICS** - Calculate ROI % (Return of Investment). ROI = total benefit/total cost)x100. Calculate the Payback period. Payback period = Total project cost/total benefit. Calculate NPV (Net Present Value).

Based on the financial appraisal, the project to enrol in IASIOS Accreditation has a positive ROI of (result's amount) %, a payback period of (result's amount) years and a positive Net Present Value (NPV) of \$ (result's amount). These metrics suggest that the project is financially viable and can provide long-term benefits to our hospital.

STAKEHOLDER ENGAGEMENT

- Identify the key people from your facility who will be involved in the accreditation process. For example, hospital administration, quality assurance, medical staff, nursing staff, and support departments.
- Describe how these people will be engaged and collaborate with each other throughout the process. Highlight the importance of their commitment and collaboration.
- Communication Plan - it is good to make one. It will help you explain how staff will communicate with each other when working on the application form and help track the application's progress.
- Technology - explain if any internal or external software would be used in the accreditation process to help the hospital's team organise the process and track documentation and progress of the application.
- Estimate additional work time and schedule for staff involved in the accreditation process.

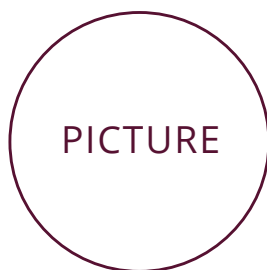
Employees involved in the Accreditation



PICTURE

Name

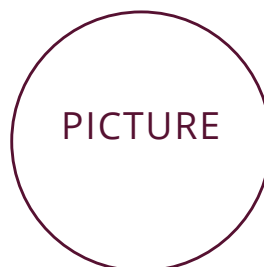
JOB TITLE



PICTURE

Name

JOB TITLE



PICTURE

Name

JOB TITLE

QUALITY IMPROVEMENT

- Emphasize the connection between accreditation and continuous quality improvement.
- Explain how pursuing accreditation will lead to a culture of ongoing assessment and improvement.
- Include strategies for monitoring and evaluating quality metrics to ensure sustained compliance.

COMPLIANCE WITH ACCREDITATION STANDARDS

Our hospital is dedicated to meeting the highest standards for patient care, treatment, safety, and efficiency of interventional procedures, from the **Standards for Quality Assurance in IO**. Our quality assurance efforts are aligned with these standards, which include:

- Staff and Facilities
- Treatment Planning and Delivery
- Safety and Quality

PROGRESS REPORTS

Progress reports will help you to monitor your facility's progress on the application and compare it with the project plan and project schedule - what was achieved and what took more or less time compared to what was planned and scheduled.

RISK MANAGEMENT

- Address potential risks and challenges associated with the accreditation process.
- Identify any barriers that may impede progress and describe strategies to mitigate those risks. This may include developing contingency plans, conducting regular audits or establishing feedback mechanisms.
- Bring out the benefits of the accreditation that are contrary to risks.

CONCLUSION & APPENDICES

MARKETING STRATEGY

- Describe how IASIOS will help with marketing and provide examples from the extensive marketing manual available for IASIOS members.
 - Describe possible distribution channels, target audience, make a marketing plan or explain marketing strategy.
 - The IASIOS team can help you create a detailed plan with mock-up images and templates for press releases and social media announcements.
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CONCLUSION

- Summarize the proposal's key points, emphasising the benefits of accreditation, the action plan, and the expected outcome.
 - Reinforce the hospital's commitment to quality, safety and patient-centred care. Request approval and necessary resources to proceed with the accreditation process.
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APPENDICES

- Use this last section to include any supporting documentation, such as accreditation standards, relevant policies and procedures, and any documentation relevant to your hospital.