

Bridging Borders in Healthcare

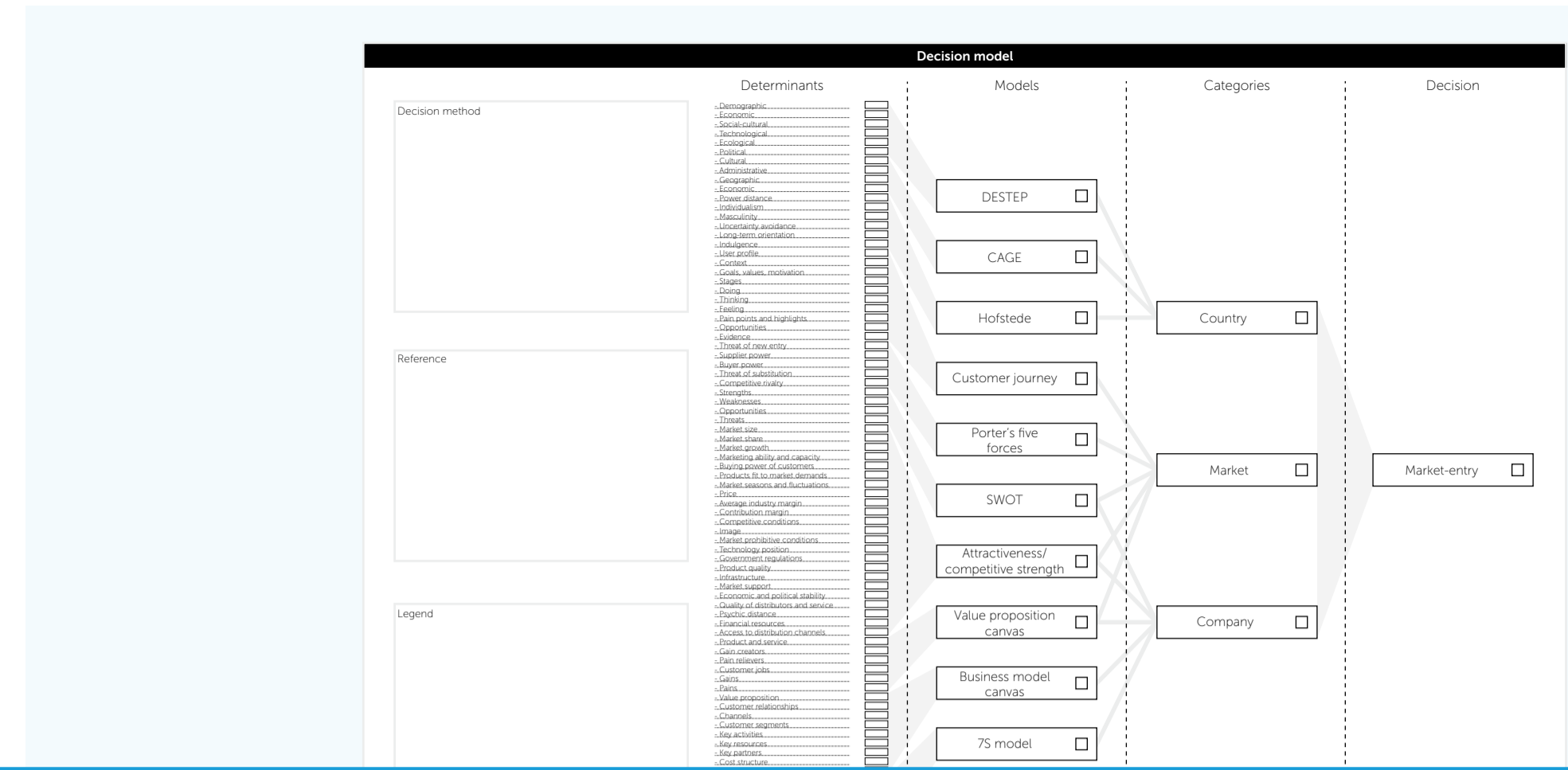
Designing a decision aid for internationalization of FocusCura

Step 1 | Preparation

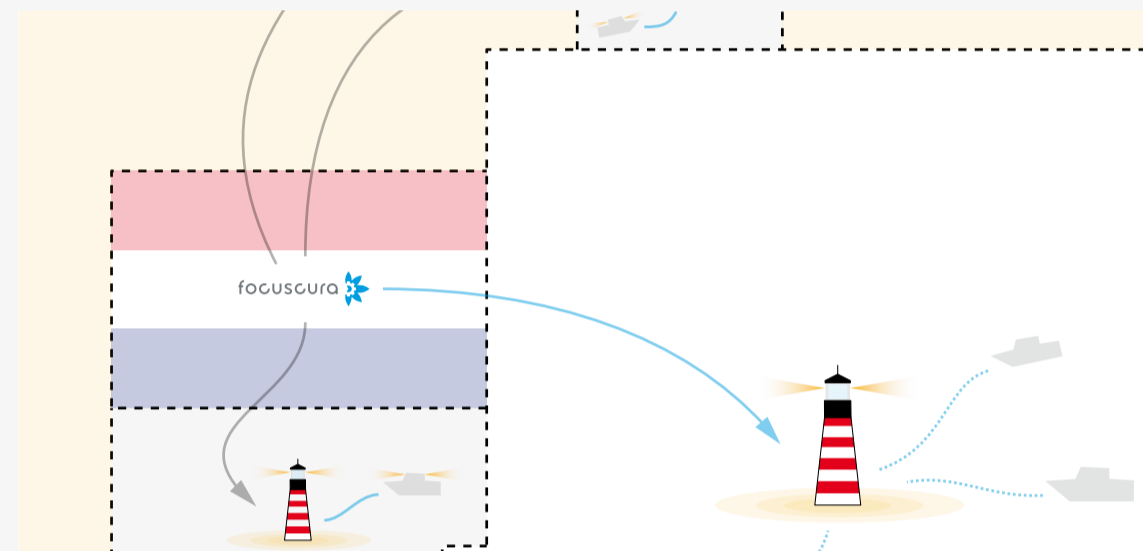
Goal: Meet all conditions to start using the market-entry canvas

1. Fill out the country, market, company and date of the first edit at the top
2. Get the relevant internationalization stakeholders together
3. Discuss the process of making a market-entry decision and get everyone involved
4. Discuss the decision method. What was to evaluate the context? What will be the reference?
5. Note the discussion result at the decision model, draw a legend of the chosen decision method
6. Prepare for next step by assigning the data collection tasks (prepare the market-entry cards for inspiration)
7. Set a deadline for completing the next step

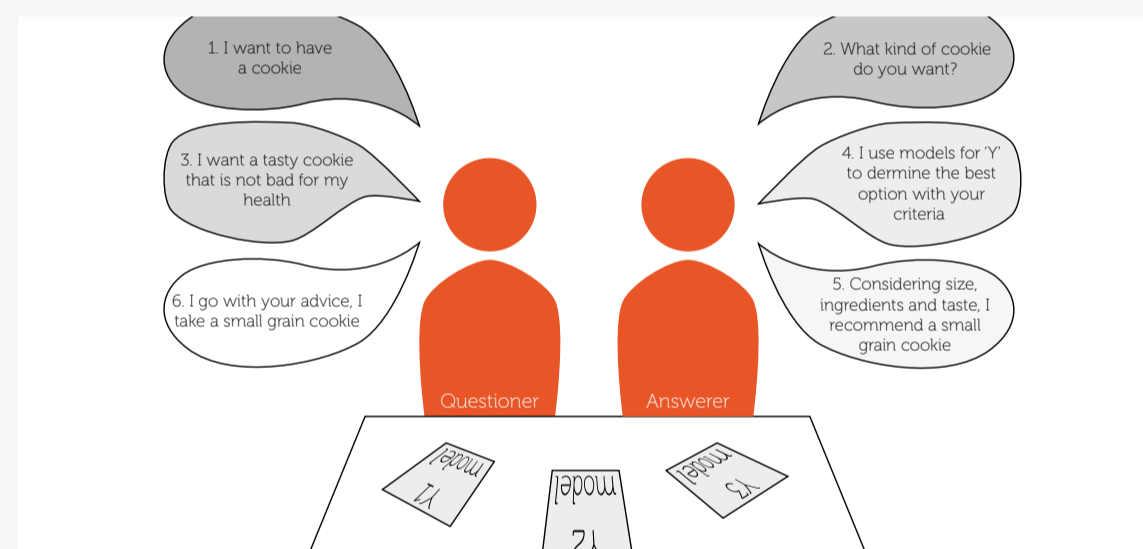
Notes



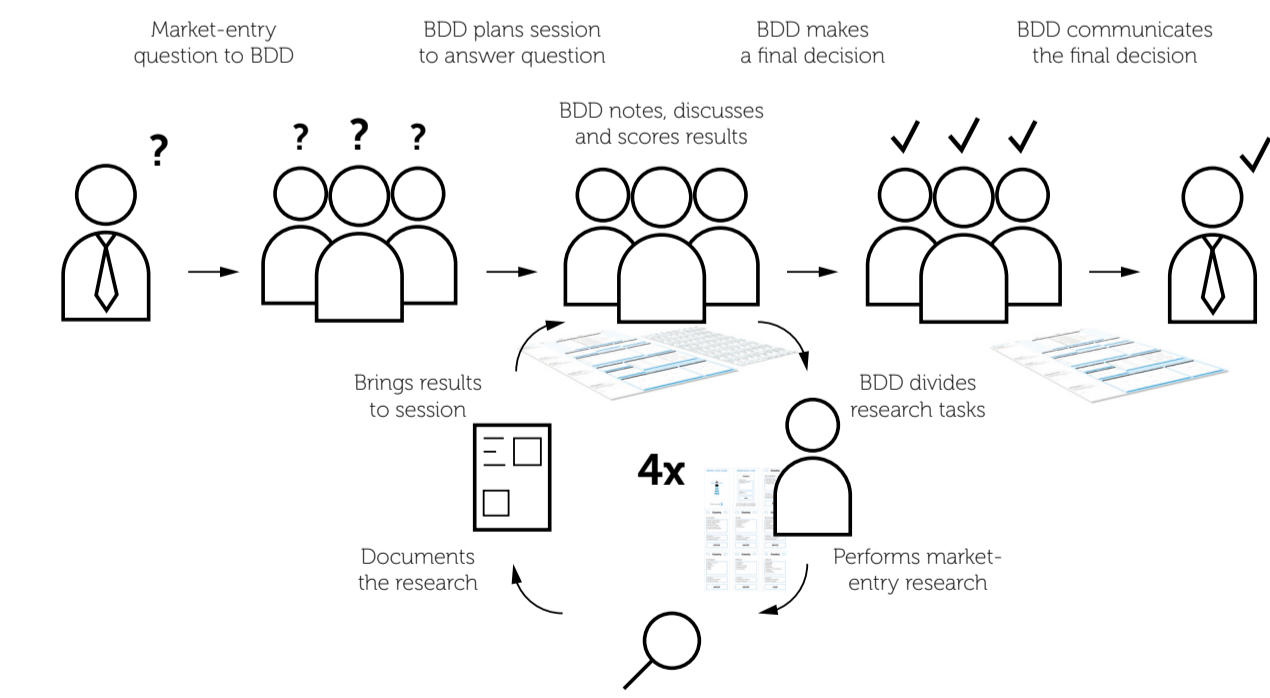
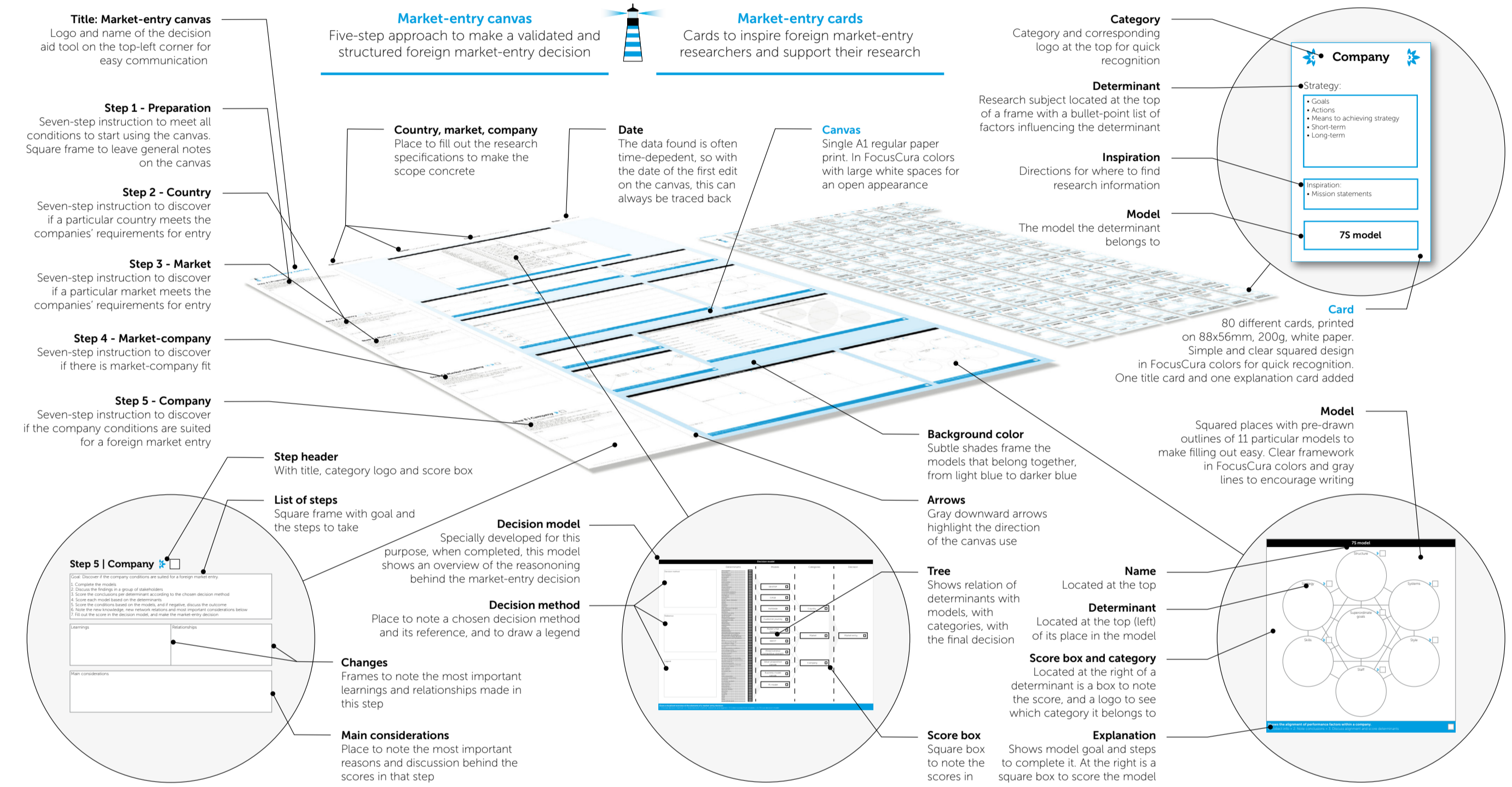
What FocusCura is not always making well substantiated decisions about taking steps abroad. The company knows the Dutch healthcare market very well, while foreign markets are very unknown. They want to gather information about a certain foreign market and structure it to make a more validated decision about starting business there. There is a need for a strategic design in the form of a decision aid to support their business development department (BDD).



Why A decision aid solves the problem, because it is a tool that uses models to clarify elements of a question of stakeholders in a decision process, with respect to their objectives and value system. The result is a recommendation that shows consistency in the evolution of the process. It uses models to do so.



How The decision aid consists of two elements. The market-entry canvas is a five-step approach to make a validated and structured foreign market-entry decision. The market-entry cards inspire foreign market-entry researchers and support their research. These two elements make sure a decision model can be filled out, that follows an internationalization process.



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