KEY PARTNERS
- App Developer to create and maintain app and system

- Ride Sharing Company such as Uber or Lyft

KEY ACTIVITIES:
- Ask patients if need transportation assistance
- Provide transportation information
- Allow scheduling
- Provide reminders and rewards

KEY RESOURCES
- SJHS employees running app platform
- Transportation Coordinator
- Cab Services and Transpo

VALUE PROPOSITION:

Our mobile application and platform helps provide low-income patients with transportation to and from appointments. The main value of this service is in providing patients with information on the transportation options available to them, the ability booking Uber/ ride sharing rides, as well as reminders to attend appointments.

CUSTOMER RELATIONSHIP
- Begins when patient schedules appointment
- Text message prompts app usage
- Customer uses transportation option

CHANNELS:
- Reached when schedule appointment
- Contact occurs via SMS text
- SJHS advertises app and promotes through world of mouth

CUSTOMER SEGMENTS:
- Two Sided
- SJHS as an organization with a need for a solution

- Low Income patient with transportation challenges

COST STRUCTURE
- Initial investment will cost between $50,000 and $100,000

- To maintain the service, SJHS will need to hire employees that have the specific job of monitoring app usage and developments

- Ride costs will vary depending on location

REVENUE STRUCTURE
- This product and service will not produce any direct revenue from its users, but will provide revenue to SJHS by decreasing the amount of missed appointments.

- We believe that the cost of this service will be less than the revenue generated from increasing appointment attendance.