

Worksheet: Build your own Play to Win framework

Project timeline:	Executive sponsors:	Stakeholder workgroup:	Strategy team:
Strategic Plan Section	Key Insights	Data Analysis & Tools	Considerations for our organization
The Reason to Play: Why a Compelling Strategy Is Important	- What are key service line trends? - How do market trends compare to national trends? - Why is this service line important to us?	- Service line trends, environmental scan - Industry partners, AI	
The Right to Play: The Foundation to Build Upon	- What are historic market trends? - How do we perform against competitors across our market? - What is our strategic advantage? - What disruptors might change the competitive landscape?	- Market share (IP & Ambulatory), competitor analysis, SWOT - State data, claims data, AI	
Where to Play: Understanding Potential Across Markets	- How will this service line growth across market(s)? By disease? By procedure? - What population and insurance coverage trends will impact my market?	- Demographic trends, growth projections - Demographic, insurance and service forecasts	
How to Compete: Preparing Operations to Support Strategies	- What do patient migration patterns tell us? - Does leakage data suggest opportunities across our network? - Do access challenges suggest workforce needs? Have we optimized technology?	- Inmigration, outmigration, leakage, workforce needs - State data, claims data, access metrics, physician supply and demand	
How to Win: Strategies that Ensure Success	- What is our vision for this service line? - What enhancements or investments would enable growth? - How does this support enterprise growth goals?	Strategy formation, alignment and prioritization	