

# Business Case and Pricing Model for a Health Decision Support System

## Background

Epidoros is a social enterprise led by Queensland's Griffith University, in partnership with the Logan-Beaudesert Health Coalition (LBHC), the Australian Research Council and Queensland Health. In 2011-12, Epidoros implemented an award-winning web-based tool, named the Health Decision Support System (HDSS), which is aimed at professionals in health policy and planning.

## The issue

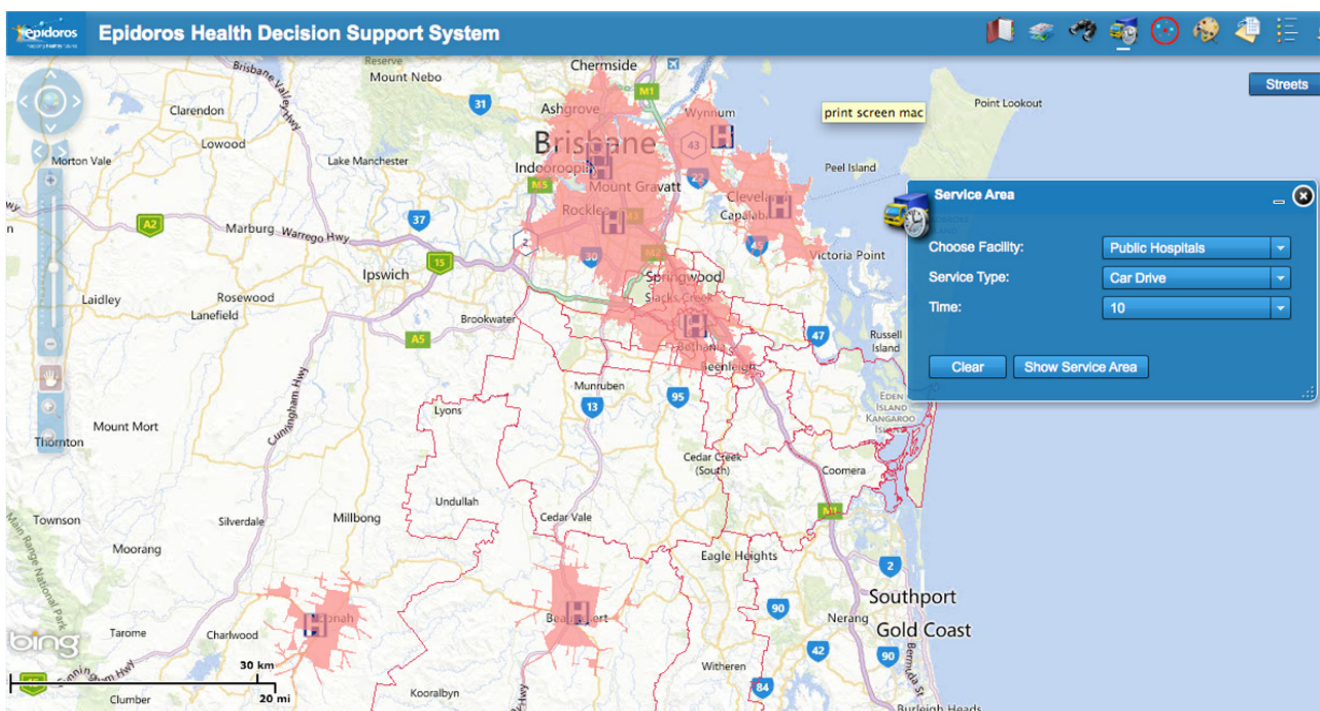
Several parties were interested in purchasing HDSS, as they felt it would greatly enhance the quality and efficiency of their planning process. Before going to market, Epidoros needed to conduct a market analysis, including development of a business case and pricing model. Lacking the relevant in-house expertise, Epidoros turned to Mercury Project Solutions, in partnership with ConsultingWhere for assistance.

## A "Mentoring and Review" Approach

Mercury Project Solutions and ConsultingWhere recommended a 'mentoring and review' approach for this work.

After a joint kick-off and brainstorming session, our consultants identified the requirement for clear market focus, a business case and market analysis. The team designed a market analysis template for Epidoros to complete. Mercury and ConsultingWhere then guided and mentored Epidoros staff through the process of gathering and analysing market intelligence, populating the template and defining a business case and pricing model themselves.

This approach maximised value for money, facilitated knowledge transfer, and made sure Epidoros staff developed expertise and ownership of the business case, while containing the cost of the consultancy.



## Outcomes

Over the course of several weeks, the Epidoros team progressively identified the target market for HDSS, the needs of the sector, its unique selling propositions and differentiation, quantified the business benefit it would deliver prospective clients and set a pricing and licensing model ready to test the market with. The mentoring approach enabled the team to build their knowledge of their market and the confidence to kick-start their business success.

## About Mercury Project Solutions

[www.mercuryps.com.au](http://www.mercuryps.com.au)

Mercury Project Solutions delivers services to top tier clients in both the public and private sector to solve complex location business problems. We are about thinking and doing: strategy and implementation. Ultimately, Mercury is about delivering business results that really matter to you.

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## About Epidoros

[www.epidoros.com](http://www.epidoros.com)

Epidoros is a collaborative enterprise with a mission to enhance spatial intelligence in the field of health policy and planning. Epidoros offers a holistic approach to health decision-making through Spatial Intelligence Education, Partnership-building and Health Data Warehouse & GIS Mapping.

### Natalie Kent

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## About ConsultingWhere

[www.consultingwhere.com](http://www.consultingwhere.com)

ConsultingWhere offers a wide range of consulting and training services in many industry sectors delivered by experts with a wealth of practical experience of implementing simple web applications to large enterprise scale systems.

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## Testimonial

*Our experience with Maurits, Nick and Andrew has been completely different to any other consulting relationship. The mentoring approach has been extremely successful and has built our capacity to manage in future at the same time as giving us a great solution and a way forward based on their expertise. The work they have done with members of our team has been well beyond that expected – they have taken a personal interest in our progress and have invested heavily in our success. Their input and guidance has been critical and impressive. We would not hesitate to use their services again.*

*Professor Elizabeth Kendall, PhD.  
Director of Research, Griffith  
Health Institute*

