

Unique Value Proposition

A Unique Value Proposition (UVP) explains quickly and concisely how your practice solves a customer's problem or improves their situation. It identifies the specific benefits a customer can expect from you. It explains why a customer should work with you versus another practice. The term "customer" in this context refers to anyone to whom your practice provides a service. This could be a patient, a caregiver, a referral source, or a community-based service provider. As a business owner, almost everyone with whom you form a relationship is a customer, potential customer, or source of future opportunities. It's vital that you effectively communicate your value to each one.

A UVP is not a slogan or a tagline. Slogans and taglines are fun to write, but while they can be memorable and attention-grabbing, they would not typically convey the benefits of the services a practice provides.

Just like your Mission and Vision statements, each member of your staff should be able to consistently articulate your practice's UVP.

The challenge in crafting a UVP for a house call program is that a typical practice serves more than one type of customer. Your UVP for a physician who refers patients to you, for example, is different than your UVP for a patient or family member.

Writing Your Unique Value Proposition

To create your practice's UVP, think about what you do for each of the audiences you serve. Answer the following:

1. How do you solve your customer's problems or improve their situations? Think about it from the perspective of each of your customers. The benefits to the families of your patients are not the same as the benefits to your referral sources. If your UVP is too general, you run the risk of appearing "out of touch" and not understanding the real needs of your customers.
2. What specific services do you provide? Think about how each of the services benefits your customers.
3. Is the benefit quantifiable? Is it a number? Say, "We can help you reduce readmissions by 15%." Is the benefit qualitative? Is it a value? Say, "We're just a phone call away, so you can worry a little less about your loved one."
4. Why should someone work with you versus the competition? Remember, sometimes your biggest competition is when your customer chooses to do nothing at all. Say, "If your hospital is concerned about the resource implications of visits from too many frequent users of your emergency department, we can help you change that."

Your UVP needs three components:

1. **Headline:**

Describe the end-benefit you offer in one short sentence.

2. **Sub-headline:**

A brief 2-3 sentence paragraph describing the specifics of what you offer, to whom, and why it is of benefit.

3. **Three bullet points:**

List the key benefits to your audience. Again, this may vary depending upon whom you are speaking with. If you are writing a UVP for your website, have a general headline sentence, and then tailor it for each audience.

Example:

ABC House Calls keeps chronically ill, medically complex patients at home, where they most want to be and where they can receive the care they need most. We do this by providing expert primary care driven by a care plan tailored to the unique needs of each patient. An interdisciplinary team works together to make sure the care plan focuses not just on the patient's physical needs, but on emotional, mental, and spiritual needs as well.

For family members and caregivers, this means:

- **A**
- **B**
- **C**

For our referral partners, this means:

- **A**
- **B**
- **C**



Conclusion

Writing a Unique Value Proposition is challenging. You may find yourself writing and rewriting it more than once. By doing so, you become able to quickly and effectively communicate the value of your practice. There will be many occasions when you must describe – to patients, family members, payers, your staff and potential staff, referral sources, and potential funders – why your practice is so worthwhile and fills such an important need in your community. A strong UVP effectively positions you to do just that.



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