

Online Training for Medical Device Professionals

Course Title:

Business Plan Essentials for Medical Products

Product ID: 177

Duration: 60 mins

SME: Karin Roof

Course Description:

This course outlines the requirements for writing business plans in the medical device industry, as entrepreneurs and business development personnel require a specific skill set for market understanding, stakeholder value, and competitive analysis.

Watch the Course Trailer:

Learning Objectives:

Upon successfully completing this course, learners will be able to:

- Comprehend what business plans are and the elements contained within them, including specific items of interest for medical device business plans
- Identify the following concepts and how they relate to writing business plans:
 - Purpose of business plans
 - Executive summary
 - Market opportunity
 - Operating and functional plans
 - The company and team
 - Financials

Who Should Enroll:

Entrepreneurs interested in writing business plans to communicate with potential funders (angel investors, venture capitalists, strategic partners) and business development or mergers and acquisitions professionals in healthcare-related companies are all encouraged to participate in this course.

Related Resources: Yes

Prerequisite Knowledge

A business background or functional experience in marketing or finance in the healthcare industry is recommended but not required.

Price:

Premium: €184.00.- **Basic:** €246.00.-

Course Format:

All WMDO professional online training courses are fully interactive and contain audio, video, graphic animation, online quizzes and include all necessary course materials. Trainees receive a minimum of 60 days of unlimited access in which to complete each course depending on course length and complexity. (See individual course descriptions for details). Courses include handouts, case studies, working documents and other useful links. After successful completion of your course, you will be able to download your WMDO Certificate of Completion for your training records.

Online courses are cross-browser compatible and require internet connection (minimum 300kbs) and Adobe Flash Player installed (Free download available at: <http://www.adobe.com/products/flashplayer>).

Premium Account Holders:

Premium account holders enrolling in this course will receive complimentary email access to subject matter experts for any questions, clarifications or feedback they may have concerning this course and its contents, including free automatic course updates for 1 full year.