

Fig. P.1b2-_: Patient/Customer/Market Segments and Requirements

Patient/Customer/Market Segments	Revenue	Requirements
Emergency Admittance		
Insured	20%	Accessibility, wide range of health care services competency
Uninsured	10%	
Surgery		
Emergency	10%	
Planned	25%	
Oncology		
Early stage	25%	
Advanced stage		
Potential Patients/Customers		
Dementia	TBD	

Replace exemplary information with information representative of your organization. [Blue](#) underlined words link to [other Templates](#), [Results Charts](#), and [Best Practices](#).

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