

5 STEPS TO FAIR PARTNERSHIPS

"Partnership" with patients in health tech can mean many things to different people. Are you an ePatient or health community leader seeking to find good partners? Here is a checklist of 5 key steps to evaluate whether a partnership is fair:



1

KNOW YOUR VALUE

- Going into a partnership, it is important for both sides to know their value and worth.
- How does the partner show transparency about their business model?
- What work needs to be done by both parties to understand the value the value that each partner will bring to the table?



2

KNOW YOUR VULNERABILITIES

- Patient community leaders and their partners both have vulnerabilities.
- Proactively evaluate liabilities and vulnerabilities from both sides of the agreement.
- Find practical ways to protect each partner from vulnerabilities.
- Carefully evaluate the ethics of the partnership from the perspective of the community.



3

IDENTIFY SHARED GOALS

- Now comes the fun part define the scope of the partnership based on mutual goals.
- This includes developing proposals balancing assets and vulnerabilities from each side of the partnership in order to meet those shared goals.



4

DETERMINE FAIR VALUE

- Does the partnership fairly value assets vs. vulnerabilities for the patient community?
- Does the partnership fairly value what the community brings to the partnership and vice versa?



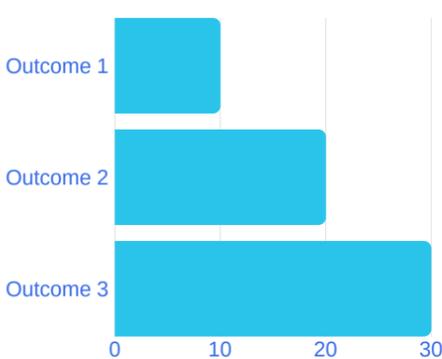
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NEGOTIATE IN GOOD FAITH

Look for inspiration from comparable partnerships. If comparable don't exist, find ways to assess value of the partnership.

Think about the full duration of the partnership:

- How do both sides enter the partnership?
- How do both partners track progress towards shared goals during the course of the partnership?
- What happens when the partnership ends?



6

TRACK PROGRESS TOWARDS GOALS

- Build in regular check-ins to measure how goals are being met for each partner over time
- Measure progress towards goals, to check that each partner is delivering on what they promised



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