

Objective:

Identify gaps in mental health services in your community and explore how healthcare franchising can provide solutions.

Guiding Questions – Detailed Explanation:**1. What services are lacking in your area?**

- Consider types of mental health services: therapy (individual, family, group), counseling, support groups, teletherapy, crisis intervention, wellness programs, or preventive mental health education.
- Look at accessibility: Are services affordable, nearby, or culturally sensitive?

2. Who are the main stakeholders?

- Patients (age groups, special needs, socio-economic status).
- Families and caregivers.
- Healthcare providers (therapists, psychologists, social workers).
- Local authorities, schools, and community organizations.
- Insurance providers and funding agencies.

3. How could a franchise model address these gaps?

- Standardized service protocols ensure quality care across multiple locations.
- Brand recognition builds trust among patients and families.
- Franchising allows faster expansion to underserved areas.
- Provides training and operational support for new franchisees, ensuring consistent patient experience.

Books Summary with Application to Guiding Questions

****1. Shane, S. (2018). *The Illusions of Entrepreneurship* ****

Summary:

- Debunks myths about entrepreneurship, emphasizing the importance of **real opportunity recognition** versus chasing ideas that “feel good.”
- Discusses how to identify unmet market needs based on evidence and market research.

Application to Discussion:

- When answering Q1 (services lacking), learners can apply Shane’s strategies for identifying real unmet needs in mental health.
 - Encourages critical thinking: Are perceived gaps truly opportunities or just assumptions?
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****2. Fasken (2020). *Healthcare Franchising: Opportunities and Legal Considerations* ****

Summary:

- Explains legal, operational, and financial frameworks for healthcare franchises.
- Discusses **advantages** (brand recognition, training, support) and **risks** (fees, regulatory compliance).

Application to Discussion:

- For Q3 (franchise solutions), learners can evaluate which gaps in mental health services can be realistically addressed through franchising.
 - Encourages identifying which services could scale efficiently while maintaining legal and ethical standards.
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****3. Bercovitz & Mitchell (2020). *Innovation and Entrepreneurship in Healthcare* ****

Summary:

- Focuses on **innovative business solutions in healthcare**.

- Shows how entrepreneurs can create value by addressing unmet patient needs and scaling services.
- Emphasizes the importance of **data-driven decision making**.

Application to Discussion:

- For Q1 and Q3, learners can consider innovative solutions like mobile therapy units, telehealth franchises, or community mental health hubs.
 - Encourages thinking about **value creation**: How does your solution improve patient outcomes?
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4. Franchise Canada (n.d.). *Franchising in the Healthcare Sector*

Summary:

- Provides real-world examples of healthcare franchises in Canada.
- Highlights sectors like dental care, physiotherapy, and mental health therapy.
- Discusses **scaling strategies and market demand**.

Application to Discussion:

- Useful for Q3: Learners can brainstorm practical franchise models that already exist and consider adapting them to unmet local needs.
 - Encourages connecting theoretical discussions with real market examples.
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5. Dibb, Simkin, Pride, & Ferrell (2019). *Marketing Concepts and Strategies in Healthcare*

Summary:

- Teaches how to effectively **market healthcare services** to patients and communities.
- Discusses segmentation, positioning, patient engagement, and retention strategies.

Application to Discussion:

- For Q3, learners can think about **how a franchise can attract patients**, increase awareness of services, and retain clients.
 - Encourages integrating marketing strategies with operational planning.
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Suggested Discussion Flow

1. Step 1 – Identify Needs (Q1):

- Use Shane (2018) and Bercovitz & Mitchell (2020) to assess unmet needs and opportunities.

2. Step 2 – Map Stakeholders (Q2):

- Identify all relevant players using a stakeholder map; consider patients, families, and service providers.

3. Step 3 – Explore Franchise Solutions (Q3):

- Use Fasken (2020), Franchise Canada (n.d.), and Dibb et al. (2019) to brainstorm how a franchise model could address identified gaps.
- Consider marketing, operational support, legal compliance, and scalability.

4. Step 4 – Group Presentation:

- Each group presents a 5-minute summary.
- Include: unmet need, stakeholder impact, proposed franchise solution, and potential marketing strategy.

Errorless Teaching

Step 1 – Identify Needs (Q1)

Guiding Question: What services are lacking in your area (mental health services, therapy,

support groups, etc.)?

Sample Detailed Answers:

1. **Access to Affordable Therapy:** Many low-income families cannot afford private therapy sessions.
2. **Child and Adolescent Mental Health:** Limited availability of pediatric therapists for early intervention.
3. **Telehealth Services:** Rural communities often lack access to in-person mental health care, and telehealth adoption is low.
4. **Specialized Services:** Few programs for PTSD, trauma counseling, or culturally sensitive therapy for minority populations.
5. **Support Groups:** Limited community support groups for families dealing with anxiety, depression, or addiction.

Books/References for Insight:

- Shane (2018) emphasizes assessing real opportunities by observing unmet needs in the community.
 - Bercovitz & Mitchell (2020) recommend using local health data and patient feedback to validate the gaps.
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Step 2 – Map Stakeholders (Q2)

Guiding Question: Who are the main stakeholders?

Sample Detailed Answers:

1. **Patients:** Children, adolescents, adults, elderly, and underserved populations.
2. **Families & Caregivers:** Support systems who influence treatment adherence.
3. **Healthcare Providers:** Therapists, psychologists, psychiatrists, social workers.
4. **Community & Schools:** Schools, community centers, and youth organizations can refer patients.
5. **Insurers & Funding Agencies:** Health insurance providers and public funding bodies influence accessibility.

Stakeholder Mapping Tip:

- Create a diagram with primary stakeholders (patients, families) in the center, secondary stakeholders (schools, local authorities) surrounding them, and tertiary stakeholders (insurers, government) on the outside.
 - Helps identify whose needs are most urgent and where franchising can make the greatest impact.
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Step 3 – Explore Franchise Solutions (Q3)

Guiding Question: How could a franchise model address these gaps?

Sample Detailed Answers:

Gap Identified	Franchise Solution	Key Considerations
Lack of affordable therapy	Introduce a mental health franchise offering sliding-scale fees	Training, legal compliance, consistent care
Limited child/adolescent therapy	Pediatric-focused franchise with standardized therapy modules	Staffing, credential verification, curriculum design
Telehealth in rural areas	Teletherapy franchise using digital platforms	Secure platforms, licensing across provinces, marketing to remote communities
Specialized services (PTSD/trauma)	Franchise with specialized therapists in multiple locations	Recruitment of specialists, certification, insurance coverage
Support groups for families	Community mental health franchise offering group sessions	Local partnerships, scheduling, group facilitation training

Books/References for Insight:

- Fasken (2020) – Legal considerations, operational support, franchise structure
- Franchise Canada (n.d.) – Examples of Canadian healthcare franchises and scaling strategies
- Dibb et al. (2019) – Marketing strategies, patient engagement, and retention

Other Considerations:

- **Marketing:** Social media campaigns, community outreach, collaboration with schools and clinics
- **Operational Support:** Standardized intake forms, electronic health records, franchisee training
- **Legal Compliance:** Licensing requirements, privacy laws, insurance regulations
- **Scalability:** Using technology, training modules, and standardized protocols to expand efficiently

Step 4 – Group Presentation

Format: Each group presents a 5-minute summary including:

1. **Unmet Need:** Describe one or two gaps in mental health services in the community.
2. **Stakeholder Impact:** Explain how patients, families, and providers are affected.
3. **Proposed Franchise Solution:** Outline a franchise-based intervention to address the gap.
4. **Marketing Strategy:** Suggest methods to reach and retain patients, such as social media campaigns, community partnerships, or telehealth promotion.

Sample Presentation Summary:

“Our community lacks affordable pediatric therapy for low-income families. Children and their families are affected due to delayed intervention and worsening mental health outcomes. We propose a mental health franchise specializing in child therapy, offering both in-person and telehealth sessions. Marketing would focus on school partnerships, local community outreach, and social media awareness campaigns.”

APA References

1. Bercovitz, J., & Mitchell, W. (2020). *Innovation and entrepreneurship in healthcare: Opportunities and challenges*. Oxford University Press.
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