



MTM Concept Narrative

Purpose

The purpose of the concept narrative is to document your idea for your MTM program, but with enough flexibility to be able to pivot when needed, as the concept is stress tested throughout the Accelerator program. The concept narrative should be relatively brief – no more than three paragraphs.

Think of this as your first step in the process of developing your business plan.

The concept narrative should touch on the following (understanding that we will be covering all of these topics during the Accelerator program, and so you will be refining your concept narrative throughout the curriculum) -

- MTM alignment with your organization's mission, vision, and values
- Who is on your MTM program planning team, and what roles do they play in developing the program?
- When do you plan to launch the program?
- Will your meals be delivered hot, cold, or frozen (or a combination)?
- Initially how many meals will you be delivering weekly?
- Who will be making the deliveries?
- What is your planned geographic service delivery area?
- What illnesses do you plan to address?
- What is your planned duration of service (3, 6, 12 months?)
- How will the meals be funded?
- Who will be your healthcare partner(s) for making referrals?
- Who will be (or might be) your healthcare payer partners to reimburse for the meals?
- What will be your process for receiving referrals to the MTM program?
- What are your plans for maintaining client data confidentiality and security?
- How and when will you engage an RDN?
- What are your plans for offering nutrition counseling and education?
- What are your plans for evaluating your MTM program?
- What are your plans for engaging in Food is Medicine advocacy?