

MEMORANDUM

To:
cc:
From:
Date:
Subject:

INTRODUCTION

1. Background information and purpose of report
2. Methodology and data sources used

MARKET SEGMENT INFORMATION

1. Description of market segment
2. Segment-specific market barriers

CURRENT MA PRACTICE

1. Description of how MA PAs currently address sector
2. Successful aspects of current approach
3. Potential enhancements to current approach

OTHER PA PRACTICES

1. Summary of interview findings from non-MA PAs and other market actors
2. List of specific practices identified

RECOMMENDED PRACTICES FOR MA IMPLEMENTATIONS

For Each Practice:

1. Description of practice/strategy
2. How it addresses barriers
3. Why it could be successful and cost effective in MA
4. Plan elements to flesh out or operationalize
5. Next steps towards implementation

CONCLUSION