



Identifying Competitive Advantage along the HIV Care Continuum

WORKSHEET

Complete this worksheet for each of the stages in the HIV Care Continuum.

QUESTION AREA	Continuum Stage Addressed (choose one) __ Diagnose __ Link to Care __ Retain in Care __ Maintain on ART __ Viral Suppression
What is our role in this stage? <ul style="list-style-type: none">• Address informally• Address via a formal program/effort• Provide through a defined partnership• Refer to other agencies• Don't address	
What are our core strengths in this area?	
Do others provide these services? (Direct competitors) <ul style="list-style-type: none">• What organizations/efforts?• To what target populations?	
In what way are other providers exceptional in providing the service? ¹	

¹ If no one else provides the service, note what your weaknesses/challenges are. Consider your approach, your competence with the target audience, accessibility of your services in terms of geography, hours, or language; data gathered on program effectiveness, etc.

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In what way are we better than others providing the service?² Which of our core strengths are exceptional?	
Who are our substitutable³ competitors in this area?	
Who are our resource⁴ competitors in the field and how can our competitive advantages compare with them?	
What additional information is needed to assess our strengths/weaknesses and/or competitors?	

² If no one else provides the service, note what your strengths are. Consider your assets (physical and human), funding/revenue sources, culture (including your programmatic approach, your competence with the target audience, accessibility of your services in terms of geography, hours, or language); and your operational assets (program infrastructure, monitoring and evaluation systems, etc.).

³ Organizations that meet the same need that your organization meets, but in a different way.

⁴ Organizations that do not compete with your organization for clients, but compete for other resources such as funding, board members, other volunteers, paid staff, and media attention. Consider our whole organization when answering this question (e.g. not just your HIV prevention program).