



Business Planning for Founding Healthcare AI Nonprofit

The Project

A select group of leading academic health systems initially formed an informal consortium to advocate for and establish best practices for the ethical and responsible global use of artificial intelligence in healthcare. This initiative quickly expanded to include over 1,200 member organizations, encompassing hospitals, academic institutions, technology companies, and government bodies. To ensure long-term sustainability and continued impact, there was a desire to formalize this group into a standalone, nonprofit membership entity. However, there were initial uncertainties regarding the sources of funding, revenue generation, and the operational model necessary to support the new organization.



**Data
Strategy**

Our Role

SEI led the business planning workstreams for governance, product and revenue strategies, organizational structure, and financial forecasting, collaborating closely with the founding member institutions.

Through a series of blueprint and design thinking workshops, SEI facilitated ideation and alignment, supported by industry research and thought leadership. The project team developed a future-state organizational structure, leadership framework, governance model, product segmentation with tiered pricing, and a five-year financial forecast. Following final approvals, additional materials were created to support fundraising efforts targeting high-potential members to drive market momentum and secure funding.



**Data
Modernization**



**Operational
Transformation**

Impact

As a result of the SEI business planning workstreams:

- Initial seed funding was secured, enabling the recruitment and onboarding of the CEO and essential early staff.
- The organization successfully incorporated and launched in 2024, introducing two products to the market while continuing to develop additional offerings.
- As a pioneering entity in its field, the organization has quickly established itself as a prominent authority in advocating for the responsible application of artificial intelligence.



**Process
Improvement**