

3 Entrepreneurs each with different cash services

Interview questions:

1. What is the vertically integrated service you selected for your practice?
2. How did you decide this was the right service for your practice? Was your staff involved in the decision?
3. Describe the due diligence that you performed before pulling the trigger
4. Tell us about the economics. What did it cost? Did you lease or buy?
5. What what is your go to market strategy? How did you gain patient's interest?
6. What, if any road blocks did you hit?
7. Tell us about patient acceptance from a economic perspective. How did you go about pricing? Do you allow financing?
8. What has been the effect of this service on your profitability?
9. How has the service added value towards quality patient care?