|  |  |  |
| --- | --- | --- |
|  | **Yes** | **No** |
| Can I establish/measure the ROI? |  |  |
| Does this tool solve a problem? |  |  |
| Is what I currently use broken? |  |  |
| Is this better than what I currently have? |  |  |
| If so, how exactly? |  |
|  |
| Am I choosing this because it is in front of me? |  |  |
| Am I choosing this because it looks/sounds/feels cool? |  |  |
| How confident am I this is the best choice for me at this time? |  |  |
| Do I have capacity to implement properly? |  |  |
| Do I have the right staff to make it successful? |  |  |
|  | **Increase** | **Decrease** |
| Cost |  |  |
| Time |  |  |
| Supplies |  |  |
| Energy |  |  |
| Paper |  |  |
| Service |  |  |
| Customer experience |  |  |
| Employee satisfaction |  |  |
| Other? |  |  |
|  | **Yes** | **No** |
| Does it benefit my practice? |  |  |
| If so, who and how exactly? |  |
|  |
| Is there cost to not doing it? |  |  |
| If so, what exactly? |  |
|  |
| Is this real or just imagined? |  |  |
| Does it align with our core objectives & positioning? |  |  |