|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | | | **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? | | | |  |  |