

Answer the following, ranking your answers from 1 to 10, according to the notes under each question.

# Decision Guide for Equipment Purchases

## About the Market/Business Model

**Q1** Is there a local demand for the treatment the device offers?

1      2      3      4      5      6      7      8      9      10

Where 10 = a strong demand and 1 = no demand

**Q2** Does the device produce easily replicable visible results?

1      2      3      4      5      6      7      8      9      10

Where 10 = always produces visible results and 1 = never produces visible results

**Q3** Is it a protocol based device or repeat revenue stream?

1      2      3      4      5      6      7      8      9      10

Where 10 = a repeat stream, 5 = a 5 or 6 visit protocol and 1 = a single treatment

**Q4** Can my clients afford the treatment cost?

1      2      3      4      5      6      7      8      9      10

Where 10 = clients can easily afford it and 1 = clients cannot afford it

**Q5** Is there a high consumable cost for the treatment as a % of the revenue?

1      2      3      4      5      6      7      8      9      10

Where 10 = a low % cost and 1 = a high % cost

**Q6** Is there a high maintenance cost for the treatment?

1      2      3      4      5      6      7      8      9      10

Where 10 = a Low maintenance cost and 1 = a High maintenance cost

**Q7** What are the staffing cost requirements for the treatment?

1      2      3      4      5      6      7      8      9      10

Where 10 = a Low staff cost (eg: therapist) and 1 = a High staff cost (eg: doctor/surgeon)

**Q8** Are there segments of my clientelle that cannot have the treatment? (eg: Skin Types etc)

1      2      3      4      5      6      7      8      9      10

Where 10 = all clients can have the treatment and 1 = none of my clients can have the treatment

**Q9** Is the treatment elsewhere in your area?

1      2      3      4      5      6      7      8      9      10

Where 10 = it is not available and 1 = the same treatment is available in many places locally

**Q10** Does it take away from my existing treatment offering?

1      2      3      4      5      6      7      8      9      10

Where 10 = does not take away and 1 = does strongly take away

**Q11 Can the treatment enhance my existing treatments?**

1            2            3            4            5            6            7            8            9            10

*Where 10 = strongly enhances and 1 = does not enhance at all*

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**Q12 Does this treatment generate profits that hit my required target/hour**

1            2            3            4            5            6            7            8            9            10

*Where 10 = meets or exceeds my required profit and 1 = does not meet the required profit*

## About the Company

**Q13 Is there good marketing and technical support from the supplying company?**

1            2            3            4            5            6            7            8            9            10

*Where 10 = strong support, and 1 = no support*

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**Q14 Is the supplying company a reputable one with longevity?**

1            2            3            4            5            6            7            8            9            10

*Where 10 = very reputable and 1 = a 'dodgy' history and/or reputation*

## About the Device

**Q15 How well will the device fit in my treatment room?**

1            2            3            4            5            6            7            8            9            10

*Where 10 = a small device and 1 = huge device*

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**Q16 Is the device upgradeable?**

1            2            3            4            5            6            7            8            9            10

*Where 10 = the device is fully upgradeable and 1 = the device is not upgradeable*

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**Q 17 Is there clinical evidence to support the device specifically?**

1            2            3            4            5            6            7            8            9            10

*Where 10 = strong clinical evidence and 1 = no clinical evidence is available*

## Now add up all the numbers

**Total** .....

## Results

### Over 85 Points

A total figure over 85 may indicate that this business model may work in your clinic.

### Below 85 Points

A figure below 85, or a number of 'ones and twos' for any of the questions would suggest that you need to ask a lot more questions to clarify any areas of concern that have arisen from this guide.

### Please Note:

This is not an exhaustive list of questions and you will want to add some other specific ones depending on the business model that you are considering. However these broad areas of questioning do help you to focus on gathering the range of information that you need to help you make a decision and highlight areas where you may need to question further.