Problem Interview Script

1. **Introduction:**

   - Briefly explain who you are and the purpose of the interview.

   - Assure confidentiality and honesty in responses.

2. **Identify Key Pain Points:**

   - "Can you walk me through your current process for scheduling appointments?"

   - "What challenges or frustrations have you experienced with your current system?"

   - "How do these challenges impact your day-to-day operations or patient interactions?"

3. **Explore Current Solutions:**

   - "What tools or systems do you currently use to manage appointments?"

   - "How effective do you find these tools in addressing the challenges you mentioned?"

4. **Gauge Interest in Potential Solutions:**

   - "If you could wave a magic wand, what features would your ideal scheduling solution include?"

   - "How important is system integration (e.g., telehealth, patient portals) to your scheduling process?"

5. **Understand Willingness to Pay:**

   - "How do you currently budget for scheduling and patient management technologies?"

   - "What value would you need to see to consider investing in a new solution?"

6. **Open-Ended Insights:**

   - "What else should we know about your experience with scheduling systems?"

   - "Is there anything else you wish vendors offered or understood better about your needs?"