

Problem Interview Script

Introduction - Brief introduction about the interviewer and purpose of the interview. - Explain that the conversation is exploratory, aiming to understand current referral management challenges better.

Key Questions

1. Current Systems and Processes

- Can you describe the current process you use for managing referrals?
- What are the significant challenges or pain points you encounter with this process?
- How does the current system impact staff workload and accuracy?

2. Impact of Problems

- Can you quantify the impact improper referral management has on your facility's efficiency and revenue?
- Are there any documented cases where referral inefficiencies have led to noteworthy patient outcomes?

3. Existing Solution Evaluation

- Have you tried any solutions to address these problems? If so, what were they, and what outcomes did you observe?
- What features would a new solution need to have to be beneficial to you?

4. Interest in New Solutions

- Would an automated software solution addressing these issues be of interest? Why or why not?
- What would increase your willingness to try a new solution? Price, ease of implementation, other factors?

5. Willingness to Pay

- If a solution could effectively reduce referral management inefficiencies, what kind of budget would you consider allocating?
- Are there other departments or areas that this solution could potentially assist?

Closing - Thank the participant for their time and insights. - Inform them of potential follow-up or results sharing opportunities.