

Problem Interview Script

Introduction - Thank you for taking the time to speak with me today. We are working on enhancing the billing process transparency in healthcare and I'd love to get your insights.

Key Pain Points 1. Could you describe your experience with the current billing processes? 2. What specific frustrations have you encountered with billing transparency and clarity? 3. How does the current process impact your interaction with healthcare services?

Current Solutions 4. How do you currently handle billing issues or discrepancies? 5. Are there any technologies or systems you wish were in place to better address these issues?

Interest in Solutions 6. If a solution could address these pain points effectively, would you consider adopting it? 7. Can you share what features would be most important for you in a billing transparency solution?

Willingness to Pay 8. How much do you think hospitals and patients might be willing to pay for improved billing transparency tools? 9. Would a subscription-based model work, or would a one-time fee be more appealing?

Closing - Thank you for your insights. Is there anything else you feel we should know about the current billing challenges?