

Equipment questionnaire

Ask the right questions, buy the right machine

You wouldn't purchase equipment without crunching the numbers. And you shouldn't buy a thing without asking yourself a few key questions. Some of what you must consider relates directly to cost and profits, but some considerations have little to do with money. These intangibles are an important part of your purchasing decisions. To find the equipment that fits your budget and your work values, complete the formula and answer the questions below.

Plug in your own numbers to figure ROI

| Monthly revenue from film radiography | | |
|---------------------------------------|--------------|---------|
| | Exams | 40 |
| x | Fee per exam | \$110 |
| = | Revenue | \$4,400 |

| Monthly revenue from digital radiography | | |
|--|------------------------------|---------|
| | Exams (average 30% increase) | 52 |
| x | Fee per exam | \$130 |
| = | Revenue | \$6,760 |

| Monthly ROI | | Film | Digital |
|-------------|----------------------------|---------|-----------------------------------|
| | Film | \$160 | 0 |
| + | Processor maintenance | \$175 | 0 |
| + | Doctor pay (20%) | \$880 | \$1,352 |
| + | Technician pay (\$12/hour) | \$288 | \$62.40 |
| + | Lease payment | 0 | \$1,000 (\$72,000 over 72 months) |
| = | Total monthly expenses | \$1,503 | 2,414.40 |
| | Revenue | \$4,400 | \$6,760 |
| | Profit | \$2,897 | \$4,345.60 |

Consider the intangibles

Dollars and sense

- > How will the equipment improve the level of care you and your team provide?
- > What is the price difference between the low- and high-end models? How do the low-end model savings compare with the quality you might sacrifice?
- > What costs are involved in operating the machine? Would you rather purchase a machine that requires fewer supplies or offers a better overall package even if it costs more?

Logistics and support

- > How user-friendly is the equipment? Would you rather buy the machine that's easiest to operate or that offers the most options?
- > How much floor and storage space will the equipment and related supplies use? How will this affect traffic flow and inventory?
- > What importance do you place on company warranties? Do you value the insurance a warranty

provides, or would you rather pay for any repairs as they arise?

- > How much continued support and availability do you expect from the company representatives?

Team and client education

- > What team training will you need to do to optimize use of and buy-in for the new machine? Would you rather train your team personally or leave that up to a company representative?
- > How many additional staff members, if any, will you need to hire to run the new equipment? Will your revenue offset—or better yet, exceed—the additional wages you'll pay?
- > Which client education strategies will you and your team members need to implement to show clients how much value the new equipment provides? (This is especially important if you're planning to increase your fees.)