

Do you fully understand the current situation your rural hospital/clinic is in today?

The one where... WHO ARE WE REALLY UP AGAINST?

1. Our direct competitors are other hospitals/clinics in the area that offer similar services and specialties, including ____.
2. An example of an indirect competitor is ____, which provides alternative healthcare solutions outside of traditional hospital/clinic settings.
3. Technology has made ____ a competitor because they use new tools to meet patient needs.
4. It's important for us to monitor the strategies and services offered by ____ as they are trying to attract more patients.
5. To stay competitive, we need to understand ____ about our own services.
6. Our “must do” activity to stay competitive is ____.