

EXTERNAL ENVIRONMENT EXERCISE

- ▼ Over the past 5 years, the external healthcare market in your area has been:

→ (1) *Very Easy*, (2) *Easy*, (3) *Normal*, (4) *Difficult*, (5) *Very Difficult*

- ▼ Over the next 5 years, the external healthcare market in your area will be:

→ (1) *Very Easy*, (2) *Easy*, (3) *Normal*, (4) *Difficult*, (5) *Very Difficult*

- ▼ If your organization continues to operate as they do today, what will the future results be?

→ (1) *Much Worse*, (2) *Worse*, (3) *Same*, (4) *Better*, (5) *Much Better*

- ▼ What information do you or your staff need to better understand and respond to the external environment?
