

For ___ the dentist who manages of dental practice _____ ,
[who? Patient, provider, other stakeholder]

it's a challenge to _improve performance of the practice as they do not understand the key performance drivers _____ .
[accomplish a key activity; achieve a primary goal]

Today, their best option is ___ to hire a consultant _____ ,
[current approach or status; emerging solutions]

which, because of ___ high cost and sporadic availability _____
[primary functional problem relating to activity]

yields ___ short burst of improvement and lower return on investment _____ .
[bad/worst case outcomes or limitations]

Thus, there is a need to/for ___ continuously monitoring solution that can provide recommendation to improve performamnce _____
[describe the unmet need in specific terms]

which, if solved, would have the impact of _improve practice profitability and quality of patient care
[describe the specific impact in detailed, ideally quantifiable, terms]

Solving this need can be achieved by _____ a software that can analyze dental practice data, identify key performance indicators and provide recommendations to dental staff to improve these metrics _____
[specific solution approach that will achieve the quantifiable impact]

and will be demonstrated/proven by the return of investment of the software _____ .
[what specifically will be measured to demonstrate the intended impact]

