


Financial Profile

The following information will help Fuel properly analyze your business's Key Performance Indicators.

1. What financial tracking system do you currently use? _____
2. How much time do you spend each month gathering data and producing reports?
3. Can your data be exported to Excel and sent to Fuel via email? _____
4. Is your data available online? Site _____
 User Name _____ Password _____
5. What is the first month of your fiscal year? _____
6. What is your payment policy for private/cash pay patients?

7. What are your retail price points for the following technology levels?

- | | |
|---------------------------------|---|
| a) Premium Technology _____ |  |
| b) Advanced Technology _____ | |
| c) Basic Technology _____ | |
| d) Economy Technology _____ | |
| e) Entry / 3rd-Technology _____ | |

8. Please submit the following data to your Regional Manager:

- a. YTD P&L and previous year's P&L (for historical baselines)
- b. Ongoing monthly P&Ls when available
- c. Access to, or reports from, your Information System containing the following data points:

Data Point	Source
a) # of monthly hearing aid opportunity appointments	
b) # of patients who purchased hearing aids	
c) # of hearing aid units sold	
d) # of audiologists	
e) # of physicians	