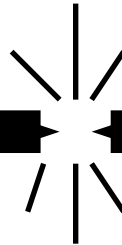


CONFLICTING GOALS

HOSPITAL'S GOALS

- Obtain the system it *was sold*,
- for the *lowest* price,
- within *budgeted* 3-5 year costs,
- with the *least* installation trauma
- that will accomodate *future* needs as well.



VENDOR'S GOALS

- Deliver its *standard* systems,
- at *list* price, *up front*,
- with maximum *ongoing* revenues,
- at minimum installation *expense*
- with least *executory* obligations.
- sell additional systems