

<b>Risk Appetite</b>		
<b>Hospital Extension Project</b>		
<i>Risk Area</i>	<i>Appetite for Risk</i>	<i>Notes</i>
Disruption to existing service delivery	Low	The existing customer base must be protected at all costs
Security of patient information management systems	Very Low	Brand damage in this area would be costly
Functionality and technology support for new consultation rooms	Low-Medium	Reliable, advanced technology is important to the new center's competitive advantage
Aesthetics of new consultation rooms	High	Opportunity for experimentation exists here
Total project costs	Low-Medium	The ROI of the new centre is high, so investment cost is flexible
On-schedule delivery	Low-Medium	Existing rooms will be used in parallel with extension delivery
Increase patient numbers	Low	New patient targets must be met
Increase patient satisfaction	Low-medium	Satisfaction levels must be maintained, but opportunities to increase these should be tested.