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## Annex

### Annex 1:

Questions of the performance questionnaire

Regarding the following indicators, assess the situation of your company compared to its main competitors, being (1) much worse than its competitors..., (4) the same as its competitors..., (7) much better than its competitors.

1. In marketing activities.
2. In my ability to adapt to the requirements of my clients.
3. In financial solvency.
4. In the price of my products.
5. In the experience and knowledge of the health sector.
6. In the capabilities (knowledge and experience) of the company's management team.
7. In the development of the export strategy (care for patients abroad).
8. In the qualification level of my workers.
9. In the development achieved in strategies of alliances and cooperation with national entities.
10. In the development achieved in strategies of alliances and cooperation with foreign entities.
11. In the implementation of a formal strategic plan.
12. In the result of my innovative activity (design, packaging, reliability, etc.).
13. In the definition of an organizational process structure.
14. In the implementation of a quality management system (ISO, Accreditation).

Source: Adapted from Camisón & Cruz (2008).