



# How can you get an honest assessment of your medical office for free?

*How to Evaluate your Healthcare Office – Chiropractic Clinic – Med Spa*





# Your Most Visible Marketing Tool

Your medical office's image is important because it can affect how patients view your practice. A good image can make potential patients more likely to visit the office, and existing patients may be more likely to refer their friends and family.

A medical office's appearance is one of the first things a patient sees. It can set the tone for their visit and leave them with a lasting impression. That's why it's important to evaluate your office image and make sure it's sending the right message.

It will:

- Attract new patients
- convey a sense of professionalism
- make your office appear more credible





# first impressions

## 90%

First impressions are important.

Studies have shown that people make judgments based on appearance 90% of the time.

This means that your offices presentation is key when it comes to new and existing patients. Make sure you take the time to put your best foot forward!



## *How to Evaluate your Space*

Having an unbiased friend to help critique your office can be invaluable in making sure that your work space is up to snuff. If you're concerned about a specific area of your office, ask your friend for their honest opinion. Maybe they'll point out something you haven't thought of before.



## What are the 5 key points you must consider when assessing your office?

- ✓ 1. How would you rate the appearance of your office?
- ✓ 2. What kind of impression do you think your office gives to potential clients?
- ✓ 3. Are there any areas of your office that you would like to change?
- ✓ 4. Do you think that your office décor reflects the type of service that you provide?
- ✓ 5. Would you say that your office is inviting and comfortable, or does it feel more like a hospital, library, or used furniture showroom?

# Self-Assessment

Gather your impression and perceived level of care that you would expect to received based solely on the condition of the office/clinic/spa. Answer the following questions. Do not linger but move from space to space documenting your initial impression. You can use your phone to voice or video record the experience if you would prefer

- ✓ How would you rate the appearance of your office?

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✓ What kind of impression do you think your office gives to potential clients?

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✓ Do you think that your office décor reflects the type of service that you provide?

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✓ Are there any areas of your office that you would like to change?

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- ✓ 5. Would you say that your office is inviting and comfortable, or does it feel more like a hospital or library?

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## Next:

Invite a friend or associate who you can trust to give you their sincere opinion. This person should preferably be someone who has never seen your facility. Ask them to assess your space as if they were a client/patient. Ask them to complete the Non-Biased Assessment forms found on pages 8-10. Once they have given you their feedback complete the section below.

## Key takeaways from this experience?

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# Non-Biased Assessment

To gather your 1<sup>st</sup> impression and perceived level of care that you would expect to receive based solely on the condition of the office/clinic/spa answer the following questions. Do not linger but move from space to space documenting your initial impression. You can use your phone to voice or video record the experience if you would prefer

- Is the waiting area, exam rooms, treatment rooms, lab/x-ray, restroom, physician's office, neat, clean, organized, and in great condition?

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How would you rate the condition of the walls & floors? cluttered, chipped, worn, scuffed, dated, clean and in great condition?

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Are the tables and shelves? cluttered, chipped, worn, scuffed, clean and in great condition?

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How would you rate the condition of the upholstered furniture? chipped, worn, scuffed, clean and in great condition?

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- How would you describe to lighting? (Too bright, too dim, glare, dated, appropriate, lackluster?)

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- Based on the overall appearance of the waiting area, exam rooms, treatment rooms, lab/x-ray, restroom, physician's office, what quality of care would you expect to receive?

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# Need help?

## Attracting new patients

The best way to attract new clients is to leverage your current ones. You must make sure that your existing clients are happy with your services and facility so that they are willing to spread the word about your business.

## conveying a sense of professionalism

The first impression potential clients get of your business is crucial. You want them to see a professional organization that takes its work seriously. One way to do this is through the physical appearance of your facility.

## making your office appear more credible

To make your office more credible, consider making some changes to your facility. Perhaps add some new features or update older ones. By doing so, you'll give off the impression that you're a business that invests in itself and its clients /patients.





We are here to help!  
Contact us today!

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