

Office Environment Checklist

A 5-Minute Assessment

Review
of Optometric Business

AREA	ACCEPTABLE	PROBLEM	PRIORITY		
			1	2	3

First Impressions (15 seconds)

Stop inside your office. Use all your senses to ask: Is this the experience that you want your patient to have? Note the following:

Sights	<input type="checkbox"/>				
Smells	<input type="checkbox"/>				
Sounds	<input type="checkbox"/>				
Cleanliness	<input type="checkbox"/>				

Front desk (15 seconds)

Is the desk cluttered or clean?	<input type="checkbox"/>				
Signage to persuade you to ask about services that may help you?	<input type="checkbox"/>				
Available business card or piece of marketing material?	<input type="checkbox"/>				
Something to write on and space to write notes?	<input type="checkbox"/>				

Reception Area (30 seconds)

Sit down in a chair for 30 seconds.

Is it clean and comfortable?	<input type="checkbox"/>				
Would you want to sit there for 20 minutes?	<input type="checkbox"/>				
Thumb through the magazines. Is there anything you want to read?	<input type="checkbox"/>				
Do materials educate your consumers about the services or products that they might want to purchase from your business?	<input type="checkbox"/>				

AREA**ACCEPTABLE****PROBLEM****PRIORITY**

1 2 3

Pre-Test Area (30 seconds)

Is there any signage to encourage you to ask a question about your eyes or vision?	<input type="checkbox"/>				
Is the equipment clean or is there dust of left over make-up or body oil on the chin rests?	<input type="checkbox"/>				
Is the carpet clean under the machine?	<input type="checkbox"/>				

Exam Lane / Exam Chair (60 seconds)*Sit in the exam chair.*

Is the chair clean?	<input type="checkbox"/>				
Is the equipment clean?	<input type="checkbox"/>				
Is there signage to encourage inquiries to the doctor?	<input type="checkbox"/>				
Are there pictures of a terrible ocular disease or some schematic of the eye that would gross out most patients?	<input type="checkbox"/>				
Is the counter clean or full of paper, tools, pens and other equipment?	<input type="checkbox"/>				
Are there spots on the ceiling tiles or stains on the carpet?	<input type="checkbox"/>				

Bathroom (15 seconds)*Not the one you use but the one your patients use.**Sit down on the toilet and look around.*

What does the paint or tile look like behind the wastepaper basket?	<input type="checkbox"/>				
Are the sinks and mirrors clean?	<input type="checkbox"/>				
Is there reading material around?	<input type="checkbox"/>				
Disinfecting spray?	<input type="checkbox"/>				
Hand towels?	<input type="checkbox"/>				

Optical Department (90 seconds)

The average practice earns over 50 percent of its income here, so spend over 50 percent of your time looking around.

Empty slots on the frame board?	<input type="checkbox"/>				
Is the area lit well enough that you can see the frame fronts?	<input type="checkbox"/>				
<i>Pick five frames and look at the demo lenses.</i>					
Are there fingerprints on them or are they clean?	<input type="checkbox"/>				
Would you want to put this frame on your face?	<input type="checkbox"/>				
Would you want to buy it?	<input type="checkbox"/>				
Can you find a mirror to look at yourself without moving more than five steps?	<input type="checkbox"/>				
Do all the frames look the same?	<input type="checkbox"/>				
Would you wear one?	<input type="checkbox"/>				
How about your children, grandchildren, parents or that neighbor with the really “interesting” fashion sense?	<input type="checkbox"/>				

Prioritize Four Things that Bother You Most (45 seconds)

You now have your to-do list for the next four weeks. Repeat this five-minute exercise next month with your office manager. Repeat it the month after that with one member of your staff. You get the idea. Do this every month and then follow up on your notes. Little things matter in the patient experience. It doesn't cost a lot to improve your office environment—just five minutes, a plan, an open mind and the desire to improve.

- 1 _____
- 2 _____
- 3 _____
- 4 _____