

Maintaining Your Practice

Use this checklist from [OpticianWorks](#) to make sure that your practice is in tip top shape and always inviting to your patients. Any checked item in this list tells your patients and customers that you are careless and not paying attention to your business!

Note: To make this work you have to have someone willing to take a critical look at these things. If you are not a neat-freak and a slightly critical person then this is not the job for you. Close is not good enough here!

Walk outside and have a good look around.

- Is the parking area free of trash?
- Are any bushes nearby trimmed, alive, healthy and not blocking any windows?
- Is your business sign still in good shape?
- Does your storefront look inviting?
- Can people even tell you are open?
- Is the sidewalk safe?
- Is it clear which door they are supposed to use?

Next, walk up to the area directly in front of your entrance door.

- Is the "Welcome" mat clean and in good shape?
- Is the front door clean from top to bottom?
- Is the window or glass free of fingerprints?
- Is the doorknob or push bar clean, free of tarnish and wear?
- Is the door free of any old peeling paint or old decals?
- Are your posted hours correct?
- Does the door open easily?
- Is "Push" or "Pull" easily determined?

Now, open the door, step just inside the front door and STOP. Look around and see what your patients see when they enter your practice.

- Is this an inviting space?
- Is the floor clean?
- Is your front desk staff welcoming?
- Is there a logical place where your patient should go next, or is the patient in purgatory, waiting for directions?
- Is it too warm or cold?
- Is the space well lit?
- Is the area free from fall and trip hazards?

Now, step forward to the reception area. How does the reception area look to your patients?

- Is the counter top clean, no scratches, no gouges?
- Do the staff areas behind the counter look neat and organized?
- Is there actually room for a patient to approach the counter?
- Is the counter large enough for the patient to set down their bag?
- Are there too many or too few brochures, signs and accessories?
- Is any paperwork easily available and ready to be filled out?
- Is there a working pen ready for use?

Now step back and actually take a seat in the waiting area.

- Is there actually room enough to sit down?
- Are the chairs all clean and comfortable? Sit in one and find out!
 - Stains = throw it out
 - Feels unstable = throw it out
- Is the reading material fresh? Are the magazines patient-friendly or are they copies of Modern Yachting from 1997?
- Are the seats facing the wall instead of the display boards?
 - Facing the frame displays encourages sales.
- Do patients have a place to hang a jacket?
- Could a child entertain themselves for twenty minutes?

Its exam time! Walk down the hall and into the preliminary exam room.

- Is it inviting?
- Is it clinical but not medicinal?
- Does your equipment look modern and not like something out of Frankenstein's lab?
- Does the physical patient work flow smoothly between instruments?
- Does everything work like it is supposed to?

Preliminary tests are complete, so now head to your exam room.

- Is it inviting?
- Is it clinical but not medicinal?
- Does your equipment look modern and not like something out of Frankenstein's lab?
- Does everything work like it is supposed to?

Grab your optician, because now it is time to sell some glasses. When was the last time you dumped and restocked your POP items?

- Are all posters current and not yellow?
- Are fashion blocks current?
- Are cards current and standing upright?
- Are manufacturer displays current?
- Are the displays clean?
- Are all frames current and fashion-correct?
- Are there any broken parts or pieces?
- Is the lighting flattering to the merchandise?
- Does the board have some color?

You have been working hard. It's time for a bathroom break. Ask the magic question: Would you want to be locked in your bathroom for more than a half hour?

- Is the toilet clean?
- Are the toilet and seat free from any water stains? Rust stains are 100% unacceptable!
- Does the toilet flush like it should?
- Are there ample toilet paper and paper towels available?
- Is there any soap available?
- Does the trashcan have a lid?

Finally, it is break time, so let us head to the break area. Again, ask yourself the magic question: Would you want to sit down and eat here?

Do you enforced the following rules?

- No microwaved popcorn ever!
- No full course meals prepared in the microwave.
- No left over food and empty soda and drink containers.

Now, just one last step to go: Retrace your steps and look at your office from floor to ceiling. Paying close attention to looking up!

- Is there chipped paint?
 - Is there broken or stained ceiling tiles?
 - Is there torn carpet?
 - Is there chipped wallboard?
 - Are there lights that are out?
- Tip: All overhead lighting, even fluorescent, must be "natural white" not cheap yellow fluorescents. Just changing bulbs will increase sales!