

## Practice Considerations

Some of the simplest issues can have dramatic impact.  
The following are a few estimations of your client's experience.

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### Sight:

|                        |   |   |   |   |   |            |
|------------------------|---|---|---|---|---|------------|
| Initial impression:    | 1 | 2 | 3 | 4 | 5 | wow        |
| Educational materials: | 1 | 2 | 3 | 4 | 5 | impressive |
| Clutter:               | 1 | 2 | 3 | 4 | 5 | contained  |
| Cleanliness:           | 1 | 2 | 3 | 4 | 5 | immaculate |

### Sounds:

|                       |   |   |   |   |   |         |
|-----------------------|---|---|---|---|---|---------|
| Noise level:          | 1 | 2 | 3 | 4 | 5 | quite   |
| Phones:               | 1 | 2 | 3 | 4 | 5 | absent  |
| Ability to eavesdrop: | 1 | 2 | 3 | 4 | 5 | limited |

### Smell:

|                  |   |   |   |   |   |          |
|------------------|---|---|---|---|---|----------|
| Animal odor:     | 1 | 2 | 3 | 4 | 5 | none     |
| Fragrance level: | 1 | 2 | 3 | 4 | 5 | pleasant |

### Confidence Inspiring:

|             |   |   |   |   |   |              |
|-------------|---|---|---|---|---|--------------|
| Attire:     | 1 | 2 | 3 | 4 | 5 | professional |
| Lobby:      | 1 | 2 | 3 | 4 | 5 | impressive   |
| Exam rooms: | 1 | 2 | 3 | 4 | 5 | functional   |