

OFFICE AREAS/ROOMS

RECEPTION AREA

- When you first walk into the reception area, what's your immediate reaction — positive or negative?

- What color are the walls?

- What color are the floors? What floor coverings have been used?

- What is the smell of the reception area?

- Is there music playing? If so, what kind?

- How large is the reception area?

- Does the reception area have a children's play space? If so, what's in it — books, toys, chairs, table? How is set off from the rest of the reception area?

- What is on the walls of the reception area — chiropractic posters, art prints, photos, nothing?

- How many patient chairs are there? What do they look like? Are they comfortable?

- What kind of magazines are in the reception area? Are they relatively new or old and worn?

- Are there chiropractic brochures or practice advertisements available?

- What other attractive (or unattractive features) do you see in the reception area?

- Is there a bulletin board in the reception area? If so, what's on it? Are the postings recent or old?

PATIENT ROOMS

- What do you first notice when you walk into a patient room (exam room, adjusting room, x-ray room, rehabilitation area, other)?

- What color are the walls? Floors?

- What is the smell of the patient rooms?

- Is there music playing? If so, what kind? Is it distracting?

- What is on the walls in the patient rooms?

- What floor coverings are used in patient rooms?

- What is the appearance of the tables (new? worn?)

- Do the patient rooms reflect a professional health care office?
