

## Fifty-Three Features of a Patient Friendly & Professional Looking Medical Office

The following is a checklist for making sure the medical office is patient friendly and well kept.

1. Building directory clearly identifies office suite.
2. Parking easily accessible with enough spaces and clear of debris.
3. Exterior signage clearly visible.
4. Exterior entrance way clean and neat; no sidewalk cracks, peeling paint.
5. Doors easy to open and not excessively worn.
6. Landscape – mowed grass, clear of ice or snow, leaves or debris.
7. Overall good building maintenance.
8. If separate emergency entrance – signs clearly marked.
9. Reception area easy to find upon entering. Patients and/or visitors see smiling greeting face upon entrance.
10. Receptionist area free of window or window at least open.
11. Adequate # of waiting area chairs that are clean, with no tears or severe scratches.
12. Carpet and floors clean.
13. Wall pictures are attractive and hanging straight.
14. Magazines are current in literature holder or displayed neatly on tables.
15. All light fixtures and bulbs working with table lamps turned on and lamp shades clean.
16. Blinds or curtains clean.
17. No unpleasant odors throughout office.
18. Pleasant music in waiting area preferably throughout office.
19. All rest rooms easy to locate, clean, well ventilated, stocked with toiletries and towels.
20. Comfortable temperature in all rooms. Good ventilation.

21. Excessive noise or employee conversations cannot be heard.
22. Telephone available for patient use.
23. Live plants have healthy appearance. Artificial plants dusted off.
24. Interior signs easy to identify rooms. Directional signs clear for proceeding to ancillary services or exiting.
25. Exam rooms have cheerful décor, not sterile.
26. Exam rooms have mirror and clothes hook.
27. Exam tables and floors are not cold.
28. Pictures, posters or literature are displayed in most exam rooms.
29. Footstools are not torn or chipped.
30. Steel or rubber waste receptacles are clean and not overflowing.
31. Windows clean.
32. Nurses' station neat and organized.
33. No food or drinks lying out on counters.
34. Mobile diagnostic equipment, utility trays and portable furniture do not block hallways or clutter office.
35. The exit and payment area is not congested with the reception and entrance areas.
36. There is no smoking in any part of the office.
37. There are decorations throughout the office.
38. The blood drawing area is private and away from other patient flow.
39. The accessories in the X-ray room (gowns, pads, cassettes, film, pillows) are not strewn about the room.
40. Message boards and/or signs displayed neatly with no excessive post-it notes or handwritten notes taped on walls or counters.
41. Tropical fish aquarium.
42. Operate video tapes on health topics or other interesting subjects.
43. Display a hobby – seashells, stamps, etc.

44. Bulletin board with photos of children or other patients, drawings by patients, calendar of local important events.
45. Place sign that says, "If you have been waiting 20 minutes or more and don't know why, please advise the receptionist."
46. Refreshments – coffee, tea, juice in the waiting room.
47. Display in a frame those statements on your philosophy of care or standards of patient service that your practice follows.
48. Single seating with arm rests.
49. Children's corner with small seats, books and a few play items.
50. Small games or health guides that patients can occupy their time.
51. Place a framed picture of the physician with a biographical sketch including medical credentials.
52. Display originals or copies of medical diplomas.
53. Lamps with soft lighting.

Source: [Marketing Tools Handbook for the Medical Practice](#)

Publications related to this topic on website [www.practicesupport.com](http://www.practicesupport.com) include:

[Practice Power Complete Marketing Tool Kit](#)

[Medical Office Space Design and Lease Considerations](#)

[Marketing Your Clinical Practice: Ethically, Effectively, Economically](#)